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ITHOGRAPHY



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Senelith Inks

were the first lithographic inks

made from dyestuffs

treated with sodium tungstate

for better sunfastness

and are still leading

with their outstanding resistance properties

The Senefelder Company, Inc.

"Everything for Lithography"

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New York, N. Y.

When your customer needs printed forms, tell him:



"This kit will save you time...and headaches!"

It'S MORE IMPORTANT than ever today to plan the use of paper wisely—for paper is a war material. That's another reason why the new Hammermill Form Designing Kit can be useful to you. It contains these three troublesavers for anyone who orders or prints business forms:

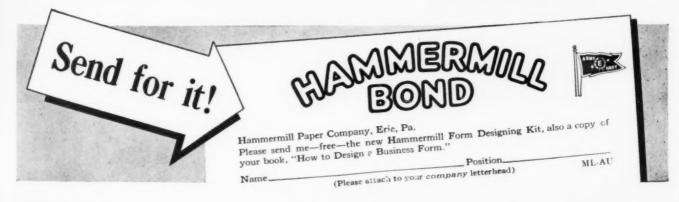
A 5-Minute Form Check List—quick method for checking the efficiency of any form, new or old.

Printing Specification Sheets — providing for instructions that are complete, accurate, leave little room for mistakes.

Layout Sheets—both pica- and elitespaced, for designing forms in exact shape and size required.

The kit saves time for your customers. It may save you the grief that often results from faulty instructions. Send for a sample copy. And to save pressroom grief these trying days, remember that dependable Hammermill Bond is more trouble-free than most papers. Its quality is still safeguarded by the most exacting tests in paper-making.

BUY BONDS-AND KEEP THEM





THESE magnified photographs show Goodyear Velva-Tone offset press blankets to be finer in texture for finer printing.

Velva-Tone takes its name from its velvety and uniform surface that is free from pores and pinholes. It is this texture quality that gives clarity of definition and fullness of tone by a more faithful transfer of image.

This velvet-like surface lasts throughout Velva-Tone life, which is longer because synthetic rubber is impervious to inks and driers used in offset printing. Embossing, debossing and tackiness are eliminated.

Close control of man-made rubber makes it possible to reduce Velva-Tone stretch to less than 1½ per cent to build to a strict precision gauge.

You will find that Velva-Tone, with these advantages, will actually reduce your make-ready time.

Equip your presses with Velva-Tone offset press blankets available in black or red face to suit the preference or experience of the printer. For complete information, write Printers Supplies Department, Goodyear, Akron 16, Ohio.

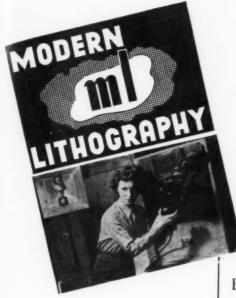
Velva-Tone-T.M. The Goodyear Tire & Rubber Company

BUY WAR BONDS

GOODFYEAR

THE GREATEST NAME IN RUBBER

MODERN LITHOGRAPHY



THIS MONTH'S COVER

This WAC operates a lithographic camera in one of the U.S. Army's many reproduction units in this country and abroad. (Official photograph, U.S. Army.)

AUGUST, 1944 VOLUME 12, No. 8

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Address all correspondence to 254 W. 31st St., New York 1, N. Y.

MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

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"One way" to quality...

MERCURY BLANKETS

There's no two ways about it—Mercury products will help you do better work at lower production cost. They reduce make-ready time, facilitate wash-up, and Mercury blankets require no powdering. The blankets have a perfect combination of tensile strength and moderate, uniform stretch—enabling you to maintain adequate tension and non-varying surface without pulling the blanket out of shape. Take the Mercury route to quality.

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

ONE WAY

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



Obviously not all industrial organizations may enjoy the privilege of forging the actual implements of warfare, but all of us have the opportunity to contribute the best of our abilities to providing behind-the-lines essentials for wartime purposes and necessary civilian needs. So it is with us. The end uses of many of our products are usually veiled under the mantle of wartime secrecy. We consider it our job to make every Northwest paper the best that can be produced under current restrictions. With each pound goes the fervent wish that it will help to hasten an early Victory.

Buy more War Bonds to hasten V-Day



THE NORTHWEST PAPER COMPANY . CLOQUET, MINNESOTA

AUGUST, 1944



Getting more magazines out of a tree

The war has brought many challenges to ingenuity—and as paper makers, we've had our share.

Take the scarcity of printing paper for example.

With supplies curtailed, magazines had to cut circulations—trim down the number of pages—or find ways to "get more copies out of every tree."

That's where we came in. Could printing paper be made thinner than previous standards — and still be sufficiently strong and sufficiently opaque for printing type and pictures on both sides?

Our answer was—it could. And the emergency paper we made is doing a good pinch-hitting job for many publishers and printers right now.

Maybe this paper will find no great use after the war. But out of the lessons learned in making it—and meeting other challenges — we'll be equipped to make our standard papers even better than they have been before.

We've been working with cellulose fibre—the raw material of paper—since 1900. For many years, we've turned out a thousand miles of paper a day. It's reasonable to hope that all this experience will prove helpful to users of printing in many new ways when the war is won.



OXFORD PAPER

COMPANY

230 Park Avenue, New York 17, N. Y. MILLS at Rumford, Maine and West Carrollton, Ohio

WESTERN SALES OFFICE:
35 East Wacker Drive, Chicago 1, Illinois



Four-color press, consisting of four separate units, lithographs four colors on one side of a 50" x 72" sheet in a single operation.



Back the Invasion Buy more War Bonds **L**ITTLE did we know that the many Hoe offset and metal decorating presses built during the days of peace would have to meet the challenge of continuing production during the course of a long and hardfought war.

But because Hoe presses have always been engineered to meet the most stringent tests of performance and durability, they are today meeting this challenge, even though they are working longer and harder with less time off for maintenance.

When we can turn to civilian production lithographers will find that the new Hoe presses will be worthy successors to the veteran presses which are serving so faithfully in many plants today. The postwar Hoe press will be one you'll be proud to own — one we'll be proud to produce.

Consult Hoe now regarding your future press requirements.

R. HOE & CO., INC., 910 E. 138th ST., NEW YORK 54, N.Y.
CHICAGO . BOSTON . BIRMINGHAM . SAN FRANCISCO



The 1944 waste-paper shortage is now around 100,000 tons a month. We are doing better this year than last, but are still far behind. But the draft is on, the dragnet is out for millions upon millions of old, unused pieces of advertising. There's enough of this old material stored away to take care of the shortage for many months. Let's dig it out and start it on the march to war. EVERY POUND COUNTS. SALVAGE YOURS NOW.



ARVEY CORPORATION

SERVING AMERICA'S ADVERTISERS SINCE 1905

CHICAGO

DETROIT

JERSEY CITY

TACK

F&L Ink Charts assist Master Craftsmen to set and hold a course in keen competition. Rigorous scientific control of the production of colors assures speed and safety on all runs.

- O BLUE 2-W-52
- BLACK NY-18047

Chicago Coming at Meritar & Philad Sphia Schoolin Sa Transisco San Dorch La Angeles Toronto Can.

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News does get around, and we have heard that the F & L LITHO LETTER has made such a hit with lithographers throughout the country that they want to preserve all issues for future reference. It is gratifying to know that our efforts have been so well received, and we have therefore prepared this portfolio which will enable you to file your copies of LITHO LETTER as a complete unit. Write us today for your F & L LITHO LETTER PORTFOLIO.

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870) . . DIVISION . GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE, NEW YORK 13, N. Y.

BOSTON CHICAGO CINCINNATI CLEVELAND PHILADELPHIA ST. LOUIS
SAN FRANCISCO FORT WORTH LOS ANGELES TORONTO, CANADA



More than 150 of America's leading lithographers are able to set up delivery schedules, and adhere to them, largely because they have tied to Graphic Arts for either supplemental service when their own plate making departments are jammed up, or as a source of all their requirements. You, too, can keep work flowing steadily through your plant by making the same "Tie-Up".

Operating 24 hours a day, fast service is afforded and overnight deliveries to most offset printing centers.

Graphic Arts employs more than 100 master craftsmen, all expert in the production of color process plates, black and whites, highlights, originals for hand transfer, crayon color plates, posters, line or halftone negatives or positives for machine transfer, and photo-composed press plates, albumen or deep etch. Here is the most modern wide-range technical equipment of any commercial plate making plant.

If wartime labor and material shortages and the demands of added essential work have your plant "knotted up", test us on one job of any kind, large or small. Write, wire or phone your requirements. Personal contact if needed.

MAIN OFFICE AND PLANT . TOLEDO 2, OHIO JACKSON AT 11TH STREET . PHONE MAIN 2167

CHICAGO OFFICE

DETROIT BRANCH

NEW YORK OFFICE

201 North Wells Street Phone Randolph 5383

Elizabeth and John R Phone Randolph 9122

148 West 23rd Street Phone Chelsea 3-5309

orporation or once 837A19 T38770 3H17 TOLEDO . NEW YORK . CHICAGO . DETROIT

• WE DO NOT OWN PRESSES

AND-NOW

YOU CAN AGAIN PURCHASE

AGSCO-TUFF-STUFF

Graining Machine Linings

ON MRO RATED ORDERS

AMERICAN GRADED SAND CO.

2512-18 GREENVIEW AVENUE CHICAGO-14-ILLINOIS





To help a business man make a business decision

Postwar planning shouldn't be a gamble or guesswork. Whether you need more equipment, and what kind to get, can be, and ought to be, decided on the facts of your own situation.

You're a business man. We're business men. Let's see if between us we can't find out the facts, before you buy anything.

The first thing you need is a PLAN... an organized way of facing the facts and

reaching a sound and unbiased decision.

We have the plan...a thoroughly worked out, simple, practical method you can follow through step by step. It's already showing hundreds of printers, large and small, all over the country, how to PLAN NOW for tomorrow's printing. Simple and business-like!

No charge for this plan. Ask the man who represents ATF, or write to us direct.





WAR WEAPON ... Unrestricted

There's no secret about this weapon of war. From bombers and fighters, by parachute and shell, it cascades by the millions into Festung Europa and onto the Nip-infested islands of the Pacific. It is direct-advertising with something to sell... something vital to the United Nations and to Victory: the truth about the war... instructions to the underground... how to surrender.

Here at home, direct-advertising is still delivered by mail, and the postman always rings twice. But it, too, has something to sell... something vital to the United Nations and to Victory: the truth about the needs of war...

War Bonds . . . how to salvage and conserve.

D Day is behind us. X Day is ahead. Let us not think for a moment that, between the two, home-front advertising can relax its efforts or its momentum in helping Uncle Sam sell.

Paper is scarce because paper is at war. But "Paper Makers to America" and the nation-wide network of informed Mead Merchants continue to do their utmost to meet essential needs.

U. S. WAR SAVINGS BONDS: The Best Buy in Paper Today!

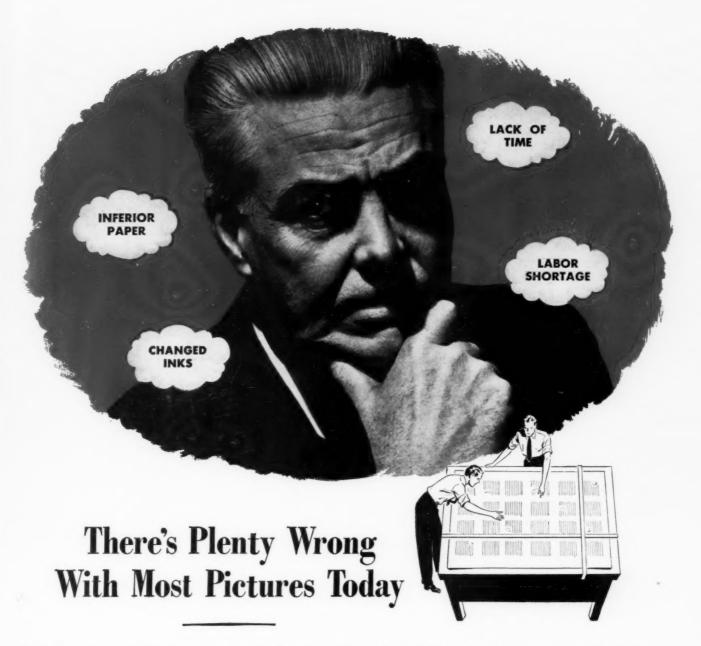
* * Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

THE MEAD CORPORATION



"PAPER MAKERS TO AMERICA"

THE MEAD SALES COMPANY, 230 PARK AVENUE, NEW YORK 17 - DILL & COLLINS INC. - WHEELWRIGHT PAPERS, INC. - PHILADELPHIA - BOSTON - CHICAGO - DAYTON - KINGSPORT



Picture reproduction by offset or letterpress is apt to be way off today. Everybody complains about below-par paper and varying ink. Tough and troublesome are these wartime limitations.

And who can do anything about it? Perhaps Dayco Rollers can. They are a bright spot in today's pressroom picture. They are better than ever—and we really mean better than ever.

Daycos won't cure all your pressroom grief—not by a long shot—but they still will maintain their true circumference and velvety face. The tough renewable surface is still immune to the effects of heat and cold. Varnishes, inks and washes can't hurt it—and it won't chip or crack or lose its tack. Every quality is still there—only more so. And to help even further in getting better impressions, Daycos can be tailored to the exact plasticity your own particular work requires.

For more than 11 years Dayton Rubber has formulated literally thousands of combinations of synthetic materials.

That experience—unmatched by any other manufacturer—is the reason for the excellence of today's Daycos. We believe that now, more than ever, Daycos can help you with your problems. Write and find out.

THE DAYTON RUBBER MFG, CO. DAYTON 1, OHIO

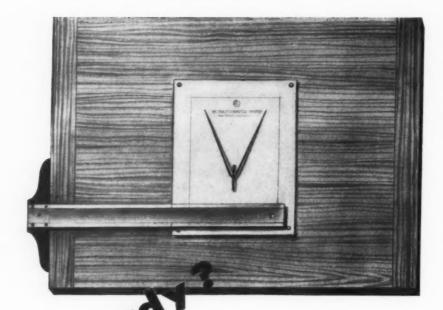
Latin American Representatives: National Paper & Type Co., 120 Wall Street, New York, N. Y. Canadian Representatives: Manton Brothers, Ltd. Toronto-Winnipeg-Montreal-Vancouver

Maintain Victory Speeds — Conserve Your Tires





The Mark of Technical Excellence in Synthetic Rubber



are you read Many companies - your customers and prospects among them - are going to need new business stationery right after V-Day. They will welcome help now in securing designs which can be used when reconversion back to civilian production takes place.

Are you prepared to help them? You should be, as cooperation now will mean orders when you need them . . . your assistance in aiding them to solve their business stationery problems will give you an invaluable "in" on the big, juicy jobs which are coming up.

Permanized Papers The Letterhead Clinic can help you help your customers and prospects. The best way to find out how is to submit 3 copies of a letterhead (your own will do) for a free, scientific analysis. See for yourself how you can advantageously use The Clinic's free services. Clip, clip, clip that convenient coupon now. Whiting-Plover Paper Company, Stevens Point, Wisconsin.

The Letterhead Clinic Whiting-Plover Paper Company 14 Whiting Road Stevens Point, Wisconsin

Address

I want to find out how the free services of The Letterhead Clinic can help me help my customers. Attached are 3 copies of a letterhead for a free demonstration analysis.

Company

This offer is restricted to printers in the U. S. A.

18

Handy Dispenser Box helps make ANSCO REPROLITH FILMS...



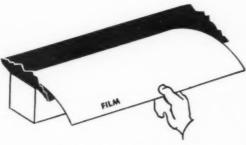




Lightproof black paper pouch opens easily.



A gentle pull on the tab brings the film to your fingertips.



The film unrolls readily to desired length.

It eliminates waste, because you can measure off as much or as little as you want, quickly and easily.

There is no paper to get in your way or to be discarded.

Wrinkling or other damage to film is avoided, because you do not have to remove the roll.

The box provides maximum protection against dirt, light, or accidents.

And when you're through, just fold and close the pouch. The film is then safely and conveniently stored until you want it again! For your next job, try Ansco's complete line of films for reproduction work . . . Reprolith, Reprolith Thin Base, Reprolith Ortho, Reprolith Ortho Thin Base and Reprolith Panchromatic. Ansco, Binghamton,



New York. A Division of General Aniline & Film Corporation.

Ansco

KEEP YOUR EYE ON ANSCO-FIRST WITH THE FINEST

Lebuild

that MAGINOT



Let every business take a lesson from the mistaken thinking that mounted one-way guns on the Maginot Line . . . and on German defenses at Cherbourg. Each businessman must cover every approach available to his competition. Then chart his own postwar offensive with advertising guns big enough to blast his way to greater sales. For sales are the father of the full-time employment so vital to America's future. Well-rounded advertising includes the use of fine printing, and that means Champion paper. Help your customers plan now for the big postwar push toward lasting prosperity!

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers, Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK \cdot CHICAGO \cdot PHILADELPHIA \cdot CLEVELAND \cdot BOSTON \cdot ST. LOUIS \cdot CINCINNATI \cdot ATLANTA

EDITORIALS

THE proposed new national organization of the graphic arts trades, which was discussed on this page last month, now has a tentative name, the National Graphic Arts Institute, and those promoting it were scheduled to meet August 9 and 10 at the Edgewater Beach Hotel in Chicago.

Perhaps this meeting, which has not yet been held as we go to press, will throw a little more light on the institute and what it proposes to accomplish for the lithographer. To date the benefits to lithographers to be derived from joining up with the institute have been obscure. Also obscure is the proposed role of the already existing national lithographic organizations, the National Association of Photo-Lithographers, and the Lithographers National Association.

We still maintain that you cannot group lithography with other branches of the graphic arts, under one representative body, and expect lithography to be served best. Lithography is inherently different. Its union is distinct from those in other branches of the field. The industry has set up and maintained its own Technical Foundation. Its craftsmen are not interchangeable with those in other graphic arts trades. Many of its products are produced by lithography exclusively. Its processes are largely chemical rather than mechanical.

The argument, of course, is that we should have unity in the graphic arts. This sounds fine, except where there is little common ground unity is not easy to obtain, nor is it always desirable where objectives may differ.

We believe that when the institute's program is announced, it should be carefully studied by lithographers in the light of these questions.

What role will lithographic labor have in the new program?

Will the new program overlap the work of existing lithographic associations?

If so, how have present associations come into being, and should their programs be displaced?

Have present associations enjoyed steady growth over the years because of specialized services they are rendering to lithographers?

Can these services be rendered as effectively by a group representing both letterpress and lithography?

Would the returns from membership in the new institute be commensurate with the cost?

These are some of the questions which should be answered specifically in fairness to lithographers who are asked to back the new organization.



OUSE publications have had quite a surge during the war, and in coming years, as the cooperation between employees and employers become increasingly important this medium of communication will undoubtedly become more widely used. There are many forms of communication between employees and employers, where printing is called for, but the employee publication is now near the top, if not on top, in popularity.

This was brought out in a survey made by the Metropolitan Life Insurance Co., results of which have just been released. The survey covered over 500 companies where various media are used in employee relations programs.

Many new employee publications have sprung up during the war, and have proved popular with both employees and management. Some of these have developed into full fledged magazines, employing plenty of color and finding wide distribution requiring good-sized press runs.

Another survey which indicates a growing market for lithographers in the field of employee and public relations was conducted recently by The New York Times. This is the institutionalizing of annual reports of large corporations. The trend toward these attractive, colorful, descriptive and informative brochures, rather than a dull fiscal report, has increased in recent years, and the survey showed that this trend is favored by stockholders, customers, and the public in general. Accompanying these brochures many companies have inserted large advertisements in newspapers in cities where their plants or offices are located. Copies of their annual reports have been offered in small type announcements at the bottom of newspaper ads and have pulled hundreds of requests for them.

A number of the large equipment manufacturers in our own industry have been among the leaders in making use of handsome lithographed brochures, illustrating what can be done along this line.

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ROPHESYING future developments during the furious and unpredictable days ahead of us is quite risky. Yet, in all candor, there are various signs, particularly in the lithographic industry, which may be used as a basis for certain observations and conclusions.

Of common interest to everyone concerned with the future of lithography as it may be connected with his welfare and progress are the following vital considerations:

- 1. What are the prospects for immediate or post-war lithographic business?
- 2. How healthy is the industry today, and will it be vigorously healthy after the war?
- 3. How good are the post-war op-

are with the health and progress of the industry-and to those who desire to become part of it.

Let us take these questions and discuss them candidly.

Post-War Markets

EVERYONE knows that the lithographic industry is at present enjoying unprecedented prosperity. Hundreds - perhaps thousands - of plants are working at maximum productive capacity. However, a great proportion of this present volume is government business. Since the outbreak of the war the industry has been extremely busy producing war requirements, such as maps, charts, instruction manuals, foreign language propaganda material, etc. The lithographic process lends itself particuOne of the known factors is that the industry has been enjoying a sellers' holiday. The problem has been to produce the business instead of getting it. After the war the picture may change considerably. Instead of a sellers' market, it may change into a buyers' market, with the same competitive forces operating as they did before the war. Then, as always, it will be the forward-looking firms who have studied and mastered their various problems who will continue to enjoy peace-time prosperity.

Adding Litho Departments

THE third question, How Good Are the Post-War Opportunities for Adding Lithographic Departments to Established Printing Plants, and Can They Be Operated At a Profit? poses

Newcomers to Lithography

portunities for adding lithographic departments to established printing plants and can they be operated at a profit?

- 4. Can sufficient lithographic craftsmen be obtained, and will they be capable of doing their jobs productively and efficientlv?
- 5. What is the status of the machinery situation, and are manufacturers prepared to deliver post-war equipment to prospective purchasers?
- 6. What about obsolete or wornout equipment? Will it be sold to eager but inexperienced buyers, or will it be largely removed from possible disposal by converting it into scrap iron?
- 7. Because of the government's offer to lend money to discharged veterans, will there be a saturation point of new plants in the near future?

The implications of the foregoing questions are not so disturbing as they are stimulating to anyone who realizes how closely associated they

larly well to this kind of production. All the work can be handled in one plant and the responsibility for all production can be concentrated therein. Now it seems to me that this peculiar type of government work will, to a large extent, disappear when the war is concluded. It is just possible, however, that peace-time industry will adapt the lithographic process to produce the thousands of urgently needed manuals, price lists, instruction guides, catalogs, etc., thereby creating a considerable peace-time volume to replace, to a great extent, the previous war business.

Will Industry Be Healthy?

This brings us to the second question, namely: How healthy is the Industry Today, and Will It Be Vigorously Healthy after the War?

The first part of this question provides an affirmative answer. Lithographers as a group are now in a sound financial condition, probably in healthier shape than they have ever been. Whether lithographers will be vigorously healthy after the war is something that is contingent on some known and many unknown factors.

some ticklish and complicated prob-

There is no doubt that a revolution in thinking has taken place among those who operate letterpress establishments. For many years printers looked upon the photo-lithographic process as something that had very little in common with printing. To many it was regarded as something too minor to be given serious consideration as a potential competitor. However, as the years passed and photo-lithography gradually became an industry in itself, printers began to take notice of it in a big way.

During the war years, they have seen the use of the process grow to formidable dimensions, so they are now asking themselves why they shouldn't branch out and try to obtain a good slice of this business by the simple process of adding a lithographic department to their plants.

Now this idea is all right if it is gone about in the right way. The right way will mean additional volume of business and increased profits. On the other hand, the wrong way might mean very little additional business and the consequent loss of thousands of dollars.

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If I were a printer who contemplated installing a photo offset department, I would take the following factors into consideration.

Know your potential market and know what kind of lithographic work you intend to produce.

Printers have come into my office and have told me that they wanted to install lithographic equipment so as to compete with lithographers in their respective areas. When I asked them what products they intended to produce, and whether they had any customers in mind who would use these products, some of them naively answered that they "wanted to set up a heavy investment. Even after the equipment is installed there is the tough problem of competing with experienced, highly organized outfits who have turned out certain specialties for years and who can produce them at amazingly low prices. The kind of competition presents almost invulnerable obstacles, and my advice to beginners is to let it alone.

If printers are determined to come into the lithographic industry, they should know beforehand why they are installing equipment and what kind of work this equipment will produce. The next thing to find out is what press sizes are best suited for this product, the nature of the competition in their area, and whether

- 3. What is the total number of plants, and are they doing a good volume of business?
- 4. What is the total number of presses and the various sizes? Is the area overequipped or underequipped, and do the various sizes lend themselves readily to economical production and profitable volume?

The objective underlying the decision to specialize or to do a general run of work is based on the necessity of installing the *right* kind and the *right* amount of equipment. Equipment manufacturers are averse to selling machinery to those who haven't a good economic reason for purchasing it. Their long-range view

Will Face Many Problems

plant to produce everything — all kinds of products."

There are approximately 2,000 owners of lithographic equipment. These plants produce general commercial work, specialties such as posters and displays, labels, greeting cards, metal signs and numerous other items. Dividing the industry roughly into groups, we find:

- A group of houses producing specialties.
- A group producing high-grade color and tailor-made blackand-white work.
- A large group of houses producing an occasional color job and considerable black-and-white, some of it termed photo-lithography, that is, combination work produced for many customers on a standard No. 4 sulphite bond.

Printers who desire to use their lithographic equipment to turn out "all kinds of work" should bear in mind this tremendously important fact: The producing of lithographic specialties necessitates installing of large equipment with consequent Craftsmen hear comprehensive discussion of the present and future of the litho industry

WALTER SODERSTROM Secy., Natl. Assn. Photo-Lithographers
Before the International Association of Printing House Craftsmen, Niagara Falls, Ont.

the work is multi-color or straight black and white. Another question to analyze is whether a printer is actually losing business to lithographic competition, or whether he wants a good slice of the business because the field looks temptingly green and potentially very profitable.

Know Conditions

- BEFORE committing himself to the installation of a lithographic plant a letterpress printer should thoughtfully analyze the following elements:
 - What is the nature of the competition in his area? Is it mostly black and white, a good deal of color work, or considerable specialization?
 - 2. Do the types of lithography produced warrant the installation of a plant?

is motivated by the fact that they want the equipment in plants that will use it profitably, thereby growing constantly. The satisfied user, in their opinion, will steadily but progressively expand, purchasing more equipment as his business increases.

Analyze Your Job-Tickets F I were a letterpress printer who planned to install lithographic equipment I would take all the job tickets representing work accom-

tickets representing work accomplished for at least one or two years and study them critically. A simple analysis based on a schedule similar to the following chart would provide certain basic information the result of which would encourage or deter a printer in his desire to go ahead with his lithographic venture.

The object of the survey is to analyze the work produced from the

SURVEY OF WORK PRODUCED IN OUR PLANT FROM JANUARY 1, 1943 TO DECEMBER 1943

Job No.		Sheet Measurements		~ ·	Co.	nts	
	For	Up to $17x22$	Over 17x22 to 22x34	Over 22x34	Kind o Paper Stock	Colors	Comment on Jobs
1934 1249 1311	1 M Lemon B. M. Pal	1,000	15,000	2,500	20 lb. Bond 70 lb. Ctd 60 lb.Offset	1 3 2	All line 36 HT's All line
	1,	400,630	630,000	470,000			

viewpoint of total impressions of various sheet sizes, whether there would be a need of batteries of the same size of press or color presses. The next point is whether the nature of the work would justify producing the plates yourself, or whether it would be more economical to purchase them in the open market. The analysis should also be based on the marked preferences of your customers—letterpress or lithography.

Another point to take into consideration is the adaptability of paper stocks. In using the lithographic process, some papers are easy to handle; others not so easy, or extremely difficult, thereby slowing down the volume of the presses. Finally, one should be able to determine which process is more economical or more profitable. It is a well-known fact that some work can be produced cheaper by the letterpress method. Other work can be done more economically by the lithographic process. Experience with both processes and precise data concerning them will eventually provide one with a reliable guide and vardstick.

Plates from a Platemaker

Printers often ask me whether it is possible "to install a lithographic press, but buy their plates from a platemaker." Partially answering this vital question, there are platemakers available in large lithographic centers. But they employ top lithographic craftsmen, dot-etchers and artists, and concentrate almost wholly on high grade process color work, caring little for original black-and-white jobs.

Of course if one is located near a platemaker, he might be induced to

produce all of your plates. Furthermore, gummed-up lithographic plates can be transported a reasonable distance. However, where the element of prompt and rapid service is involved, it may be desirable to install your own camera and platemaking department, which in spite of occasional headaches gives fairly good assurance of making prompt deliveries.

Installing Litho Equipment

LTHOUGH productivity in cam-A era departments in a small plant is usually low, the advantages of proximity, speed, availability and quality are assets to a lithographer who has his own platemaking equipment. It is difficult to say how many presses warrant the installation of photomechanical equipment. Such factors as the number of plates to be made, black and white or color, source of platemaking service, and plans for more presses are determining considerations. Newcomers to the lithographic industry should, in my opinion, weigh carefully whether or not they should install camera and platemaking equipment, based, of course, on the foregoing suggestions.

Obtaining Competent Help

The matter of competent help brings up the fourth point, namely, Can sufficient lithographic craftsmen be obtained, and will they be capable of doing their jobs productively and efficiently?

It is demonstrably true that competent help is essential to anyone just entering the industry. At present all types of skilled mechanical workers are very scarce.

One potential source of supply will be from the estimated 25,000 men in the armed services who are receiving lithographic training. May I venture to guess that probably 7,500 of these men were drawn into the services from the lithographic industry to which they will eventually return. Another 7,500, let us say, were skilled craftsmen who will try to get their old jobs back. Then probably another 10,000, with government training in back of them, will try to make their future in this industry.

While many of these men, with their training in government lithographic schools and actual experience in government-operated plants, will try to start small lithographic businesses, especially with the G.I. loans financed and backed by the Federal Government, there still should be plenty of help on which to draw to operate the new plants many printers will doubtlessly establish and operate.

M OST all of the craftsmen in the lithographic industry got their training and experience the hard

way, knocking about from one shop to another until they acquired the rudiments of their trade. This wasteful method of learning had its very

damaging effects.

Fortunately there are at present a few schools set up where lithographic craftsmanship can be learned. No doubt, with the example set by the government in establishing schools to train its own workers, many more private schools will be founded upon the conclusion of hostilities. In the meantime, anyone planning to install lithographic equipment would do himself a service by making inquiries about schools in his area where his personnel might obtain some basic lithographic instruction.

Securing Experienced Personnel

The most practical way of getting established in the lithographic industry is by combining with or buying an existing lithographic plant, taking over the personnel and making an arrangement with the plant owner under which he will head your lithographic division for a certain period.

One of the early and heavy ex-(Continued on Page 67)

Black & White Translated to COLOR With a Filter

This new filter, the Iriscope, changes black and white photographs into their original colors for separations and reproduction.



Courtesy Popular Photography.

NEW filter with which any black and white photograph. taken with an uncorrected lens, can be translated into the original colors of the subject, was described recently in Printers' Ink and Popular Photography.* The filter is called the Iriscope by its inventor, C. A. Birch-Field, New York artist and experimenter with light. While it is not yet perfected to the satisfaction of its maker, it is being perfected under army supervision, and will offer interesting possibilities to lithographers, photographers, and advertising agencies when it is ready to be placed on sale. It can be manufactured at small expense, it is said.

Mr. Birch-Field explains that each ray of color forms a pattern at precisely the same depth in the film every time. With a film positive made from the negative, these patterns are projected through the filter to give a precisely true picture in the original colors. Any camera may be used, so long as the lens is not color-corrected, as a color-corrected lens destroys the balance completely.

The uncorrected lens records a white point of light as a perfect concentric spectrum on the film. The colors naturally, are always in the same sequence. The character of the pattern on the film is determined by the light source used in making the

picture. Although artificial light creates a different pattern than sunlight, the color sequence remains the same. The Iriscope, by reproducing each point properly, translates the black and white of the film back into the natural color of the subject.

With slight modifications the filter can change the light conditions. It permits control as does no other process, except carbro, it is said. With the addition of blue to artificial light, daylight can be approximated—a delicate, tedious process when making a carbro, but a simple adjustment on the Iriscope.

With the Iriscope, a presentation will follow these steps, *Printers' Ink* explained. As the photographer knows the pictures are not just for presentation, he will prepare each photograph with an eye for color, choosing his color schemes with care. Then he will fit an uncorrected lens on his camera—the only additional item for him. Lighting is the same as for black and white.

When the layouts are ready, the client sees, not the black-and-white approximations of what he may expect in color—but the actual color of his campaign, on a screen and in impressively large size (if that is desired).

The Iriscope may be a potent ally in stepping up lithographic and engraving production. Artwork is often sent to several houses to speed the making of different sized plates for simultaneous release in several magazines. But with paintings and color photographs running into thousands of dollars, the artwork cannot be in many places at the same time; and each shop in turn gets the original, and must hurry up and send it on to the next.

With the Iriscope, each engraver or lithographer gets a black and white copy of the original, projects the picture through the Iriscope onto a Translux or other back projection machine; and can see at first hand the original artwork, in full color, ready for making separations.

The speed advantage of black-andwhite film may indicate the use of this filter to make action shots in color where flash is difficult to use. News shots, horse races, athletic events may be easier to take with the Iriscope.

Mr. Keppler states, "My main objection to the Iriscope for advertising photography in color is that it is a projection system and I prefer color prints. The tedious system of making separations from transparencies in order to get a color print, eliminates any advantage the Iriscope may have over the one-shot color camera now in use. But if the Iriscope can be matched by color paper—and most of the major film manufacturers are experimenting along these lines right now-then the Iriscope will be invaluable to the advertising photographer for action pictures in color."★★

[&]quot;The Iriscope May Solve Some of Advertising's Color Problems," by Victor Keppler, Printers' Ink, July 14, 1944: A Discussion of the Iriscope by Mildred Stagg, Popular Photography, Nov., 1943.

HUMIDITY VALUE TEMPRING

BY NORMAN A. MACK, Technical Director, Roberts & Porter, Inc.

FTER twenty-five or thirty years of existence, a modest figure, it seems that it is almost time for the modern lithographic industry to know all about humidity and how to adjust to meet it. Each summer, or wet spell, finds us still groping for an answer to many questions that puzzle us. Each summer finds us blaming someone or something because the jobs run into difficulty.

Let us understand one thing right now: "As the Humidity increases, so does the activity of all chemicals." Therefore, during humid spells, adjustments must be made in the formulas to compensate for this, I am not overlooking the fact that humidity also raises hob with other phases of lithography such as film and paper, etc., but trouble occurring in the platemaking department is often overlooked. A strong image can take a pretty good beating in a humid pressroom so let's concentrate on the image. Let's take each step in the manufacturing of the plate and point out what occurs and why.

PLATE CARE: While oxide will form almost three to four times as fast on zinc at humidity over sixty degrees wet bulb, it is still the most widely used plate. All metals will oxidize to some extent after graining. City dirt and chemicals in the air cause more trouble than in small towns. Smoky atmosphere from trains, industries and automobiles, is high in carbon monoxide content and fly ash particles which are highly reactive to zinc surfaces. If you don't counter-etch in winter time by all

means do so in humid spells. The plate may look clean to the eye but plenty of dirt will come off during the counter-etching. The platemaker should leave more grain on the plate in humid spells to allow the pressman to dampen the plate uniformly. A deeper grain will allow the plate to run drier and moisture won't collect as easily along grippers and bearers. Also the pressman can run with less water from the fountain and hold his acid content to a minimum.

Regarding grain on your plate, I can say that too many plates look grained but are not. At no other time of the year is the grain so important as during a humid spell. We can't expect to cover all the phases concerning the method to use in graining but we might recall a few fine points concerning this phase of platemaking.

The old image is generally removed by graining for approximately 45 minutes to an hour, using a course abrasive. After sufficient time has elapsed to insure the removal of the image, the machine is slowed down and the finishing abrasive is applied. This abrasive ranges from very coarse to very fine grade and the type of grain wanted determines the grade of abrasive used.

The speed of the machine and the diameter of the graining ball, plus time allowed for finishing the grain after the image has been removed. can make or break your printing job.

Remember these points:

- (1) Abrasive wears out—replenish often and keep plenty of water in the mixture.
 - (2) During the finishing of the

grain—do not over run the plate after the abrasive is dull. You will flatten all of the grain you have built up.

- (3) Do not let a freshly grained plate stand around more than a minute. Remove the mud by flushing well with clear water—plenty of it.
- (4) Dry your plate quickly and evenly. Use plenty of air pressure and not too much heat—140 degrees hot air in plenty of volume is enough.
- (5) Avoid the use of strong caustics. Use tri-sodium phosphate rather than caustic soda or lye. Tests have proven that lye will not remove light hardened egg albumen images. You only want to remove excess ink. Abrasive will do the rest.
- (6) Too much heat on the plate will soften zinc, leaving a plate too pliable and stretchy, also your grain will be soft. Zinc is quite ductile at 180 degrees. If your plate buckles at the bottom when stood on edge, the metal has been overheated.
- (7) Graining a plate requires more attention than it usually gets. Become accustomed to the sound of fresh abrasive in a machine. When the sound deadens, your abrasive is worn out—it is better to apply small quantities often than large quantities seldom.
- (8) Do not let your mixture get too heavy. Be sure the graining ball is taking a full stroke—not standing still.

This quick resume should aid those who grain their own plates—as for those who buy their plates already grained, only dealing closely with your grainer will enable him to suit your circumstances.

In using synthetic coatings on surface plates we do not advise a desensitizing etch that is made of bichromate and water. Synthetic coatings are not as responsive when preceded by this type of rinse. A pre-etch containing gum and phosphoric acid among other things is good, so that a thin film of gum remains in the grain after pre-etching. This protects the grain and gives the synthetic coating better affinity during the coating operation.

COATINGS: In the use of synthetic coatings it is generally wise to slow whirler speeds and increase the thickness of the coating. More so than regular albumen coatings, the synthetic will resist change in sensitivity and souring. Also, reducing the water content in the formula will help as it allows a greater percent

The author will be pleased to receive any questions regarding humidity troubles that subscribers care to send in. If complete information is sent it will provide a better chance to study the problem and give you a practical answer.

of solids in the formula. Reduction of water increases Baume and generally the ratio of coating is as follows—dry weather 2 to 1 ratio; wet weather 2 to $\frac{3}{4}$ or 2 to $\frac{1}{2}$ ratio at minimum. A typical ounce comparison would be as follows, dry weather—4 ounce coating to 2 ounce water with bichromate remaining the same. In wet weather the same ratio as above would be 4 ounce coating to $1\frac{1}{2}$ ounce water with bichromate remaining the same.

If you keep your coating in a re-

frigerator, take enough coating out to allow it to warm up before pouring. Cold increases the Baume and creates ripples in the coating if poured while still cold. The increase in humidity increases the sensitivity of the coating although not in a direct ratio to the percentage increase in moisture. This is one for experiment under your own conditions. We can suggest one thing, and that is to keep a record of exposure times and humidity. After a record has been made covering a few months time, you can refer back to these figures and standardize your system of exposure time. (See graph.)

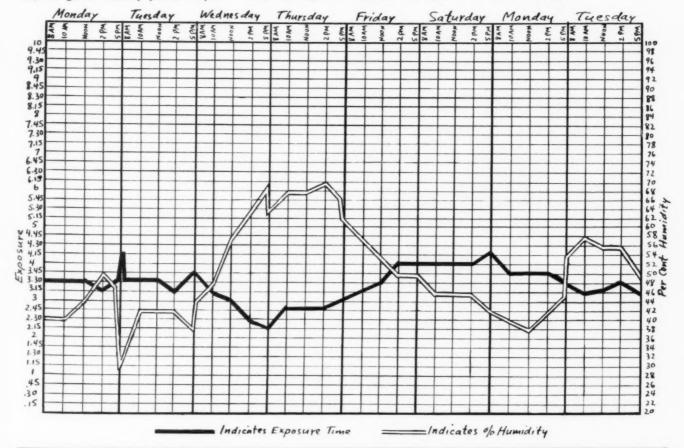
Only variable speed on the whirler will help during humid times. However, it is shocking to realize how many whirlers cannot be changed

(Continued on Page 77)

This graph, referred to in the accompanying article, has been used successfully to show the relationship between humidity and exposure time during the making of plates. Naturally the longer period of time it covers, the greater accuracy you can expect

when you refer to it later. The platemaker can keep the information on a paper pad and someone in the office can make up this graph from the information received daily or weekly as desired. Note that generally speaking, the exposure time goes

down when humidity goes up but NOT in any given ratio. Inasmuch as the type of work and the sensitivity of various coatings vary in every plant, this is a good method to find out the conditions that prevail in your own shop.





by

H. K. MARKS

Partner, J. K. Lasser & Co., New York Before the LNA War Conference, May, 1941

DELIEF from excess profits taxes is probably one of the most important matters facing business men today. It is imperative that corporations be able to save something from present-day profits in order to provide for postwar rehabilitation and expansion into new fields. Once taxes were something that were handled in a casual manner by accountants, since they did not amount to a great deal in dollars and cents. Today they are perhaps the most important single element of cost in your business. You must do something about saving something from your profits if you are to survive.

It is very difficult to build a reserve for postwar development when all you can save is 10-cents on the dollar, and starting this year with the new tax law, the excess profit rate is 95 per cent. We haven't time to discuss the many provisions in that law but we can discuss what should be important to you.

Special relief provision is in the law for those companies which are paying high taxes and which are thereby being discriminated against, but before you can understand some of these things, you have to know something about how the excess profits tax law works. I am not going to tell you about it technically, but rather in general language.

The government feels that every company is entitled to a normal profit. Our only difficulty is the measure of what is normal. That normal profit, so-called, was referred to in the law as the excess profits credit. It is a sum of money computed separately for each company, which is supposed to represent what their normal taxable income should be. Everything above that is considered to be excess profits; therefore, what we do is to

an authoritative

take the total taxable income of each company and deduct this credit or normal income and tax the balance at excess profits rates, 90 per cent in '43 and 95 per cent in '44.

The so-called normal amount is taxed at normal and surtax rates, which for companies over \$50,000 is 40 per cent. Now, our difficulty arises when we try to define what normal profits are; in other words, how to arrive at this credit. It is important for us to understand that because the major sections dealing with relief are based upon the amount of that credit or normal earnings.

ONGRESS selected two methods of determining what normal earnings are in arriving at this credit. One was a percentage of the invested capital of the company. They took the amount of money or property which was paid into the corporation at its inception, plus all of its accumulated profit, plus 50 per cent of borrowed capital, and defined that as the invested capital of the company. Then they computed that at certain rates; 8 per cent on the first \$5.000. 000 and graduated rates thereafter. That was one measure of what normally should be returned to the company.

But, of course, that measure resulted in a great many inequities, because companies which had been long established and which might not have had high invested capital might have enjoyed over a period of years much higher earnings than would be reflected in a return, say, of 8 per cent on capital. Some of them earned as high as 20, 30, 50 and 100 per cent on capital. So there was born the second measure of normal profits and that is known generally as the "average earnings basis."

In determining this average earnings basis Congress selected four

study of the relief provisions of the tax law

years as a base period, the years 1936 through 1939. Those particular four years were not selected in a hap-hazard way. It is true that they are the four years immediately preceding the first excess profits tax, but they in themselves were a normal period for American business. In 1936 we had a normal year, in '37 a good year generally, in '38 a bad year, and in '39 another normal year.

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It is pretty hard to get statistics on printing and publishing. In the first place, they are compiled by the Federal Reserve Board in a heterogeneous mass of figures, which includes all types of printing and publishing establishments. However, this index shows an average of 103, which is the same as the general average for '36 to '39 as compared with the '23 to '29 average of 89. In other words, according to their figures, printing and publishing through the base period was some 20 or 30 per cent better than in the '23 to '29 period.

I have asked a great many of my friends in the printing and publishing industry whether that is true, and they all tell me very clearly that '36 to '39 was the worst period in their history and Congress should have taken some other period as a measure of normal profits. Be that as it may, that is the period which is used by Congress as a measure of normal. Both the invested capital method and average earnings methods are used to determine what the credit is and the higher credit is taken.

Quite obviously, the higher the credit the less the excess profits tax because the more the credit the more that will be taxed at the relatively low rate of 40 per cent instead of the relatively high rate of 90 or 95 per cent.

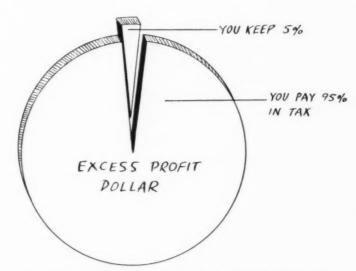
Before I go specifically into the relief sections themselves, I should just like to touch on one or two points in minimization of taxes. There are many angles to minimization of taxes. There are many ways to cut them down. Each one of them is a study in itself. That is the reason we today have people who specialize not only in taxes but in special phases of taxes.

For example, for the small corporation, closely held, the subject of family partnership should be looked into carefully. Those corporations which are held by a few members in an individual family in most cases are subject to corporate taxes, and the existence of a corporation presents a problem in double taxation, that is, first you pay corporate taxes, and then after dividends are paid you pay personal taxes.

THERE is now pending some legislation and discussion in Congress to try to avoid that double taxation, but no solution has as yet been found. The reason is because there is a difference as to individual tax rates, depending upon the income brackets in

which the individual finds himself. Certainly that should be explored in order to avoid double taxation, and in the new 1943 act some relief has been given to corporations who wish to liquidate. Under the old law when a corporation liquidated, the assets were received by individuals and a tax had to be paid on them at their fair market value. In some cases that created great hardships because of one particular factor: The company which had been making money for a great many years would have upon its books perhaps no value for good will, but upon liquidation that asset would be received by the stockholders and a valuation placed upon it at its fair market value. Now. regardless of how they valued it, say at four or five times earnings, you can easily see that in some cases a value of a million or two million dollars might be placed on a corporation's good will and, therefore, the tax cost to the individual would be prohibitive.

(Continued on Page 67)



The author, a specialist on taxes, describes in non-legal language many methods provided in the law for a firm to reduce the amount of its excess profits tax. The diagram above shows why this matter is one of the most important facing business men today.



Harvey Glover, Sweeney Litho, retired as president of International Craftsmen.



Walter E. Soderstrom, NAPL Secretary, told of problems faced by newcomers to offset.



Joseph Machell, Stecher-Traung Superintendent, participated in offset clinic.

450 Attend Craftsmen's Convention

LARGE attendance and keen interest in war and postwar subjects marked the Wartime Technical Conference of the International Association of Printing House Craftsmen held July 24-26 at the General Brock Hotel, Niagara Falls, Ontario. About 450 attended, and the varied program gave special emphasis to lithography through various speakers and the offset clinic on the afternoon of the final day.

Walter F. Schultz, Farm & Home Publishing Co., Dallas, Texas, was elected president of the association, succeeding Harvey Glover, head of Sweeney Lithograph Co., Belleville, N. J. H. G. Bradley, Eli Lilly & Co., Indianapolis, was elected first vice president; W. H. Griffin, Griffin Bros., San Francisco, second vice president; and A. Gordon Ruiter, of the letterpress department of Forbes Lithograph Mfg. Co., Boston, third vice president. Herbert Threlfall, John F. Greene Co., Providence, R. I., was re-elected secretary, and Charles W. Gainer. Harvester Press, Chicago, was re-elected treasurer.

Ernest Jones, Graphic Arts Corp., Toledo, and R. E. Beadie, Fred'k H. Levey Co. of Canada, Montreal, were co-chairmen of the offset clinic, which consisted of a series of talks by prominent men of lithography. Joseph Machell, superintendent of the Rochester plant of Stecher-Traung Lithograph Corp., talked extemporaneously on "Improving Offset Quality," outlining many points in presswork and platemaking which contribute to control and quality in the finished lithographed work.

The orange and magenta contact screens of the Eastman Kodak Co., Rochester, N. Y., were discussed by Alexander Calire, of that firm's Graphic Arts Division. Mr. Calire showed samples of work produced by these screens which are designed for both deep etch and albumen processes. He showed slides to illustrate his talk.

David Rapport, president of Rapid Roller Co., Chicago, talked on "Present and Postwar Commodities for the Lithographic Industry," and directed attention to rollers, blankets, and such specialized products used in lithography. He discussed synthetic rubber, and other developments which will be important following the war. Indications are that blankets and rollers will be improved after the war, he said.

The future of the lithographic industry and the problems faced by newcomers in this field were discussed by Walter E. Soderstrom, executive secretary of the National Association of Photo-Lithographers. (This talk is published in full in this issue.) THE conference program included many speakers prominent in the industry in Canada and representatives of the Canadian government. Officials from the U. S. side of the border included Robert D. Ross, and Arthur W. Brooks, of the Printing and Publishing Div. of the War Production Board, who spoke respectively on war limitations on the printing industry and uniform standards of paper weights.

Anthony J. Math, vice president and general manager of Sinclair & Valentine Co., New York, participated in one of the clinic sessions with an extemporaneous talk on "Printing Inks, Past, Present and Future."

William C. Huebner, Huebner Laboratories, New York, pioneer lithographic inventor, talked on "Future Possibilities in Printing Production," and referred briefly to his experiments with transferring ink to paper by static electricity without pressure or contact. He also stated that we may expect new techniques and a new approach in color rendition and in setting type for lithography by photography.

The annual dinner and dance was held Wednesday evening, the closing day. Retiring president Glover presided and new officers were installed.★★



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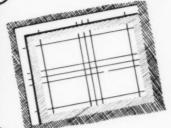
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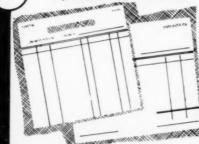
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BRITISH OPAQUE

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BRYANTIQUE — Eggshell

BRYTONE - English Finish; Super; *Litho Machine Finish; *Litho Super

ROCKET — *Offset SUNBEAM — English Finish; Super; *Litho Ma-chine Finish; *Litho Super; Eggshell

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THE Senate Surplus War Property Sub-Committee, created to study the problems of surplus property disposal, on July 21 made its preliminary report, estimating the amount of property that will be subject to disposal. This includes "photo equipment and supplies," which are estimated at \$96,000,000.

A representative of Modern Lithography has requested this Senate Sub-Committee to furnish the basis of its estimate and, if available, this will be made the subject of later comment in these pages. In view of the fact that various graphic arts organizations have submitted definite proposals on a disposal policy to the Surplus Property Administrator, it is not anticipated that this surplus will present any serious problem. other than in the field of small duplication equipment. Apparently, the Senate intends recommending disposal through normal trade channels. so far as possible, by one centralized agency.

Reorganize Advisory Committee

The recently reorganized Commercial Printing Industry Advisory Committee, in an effort to see that all sections of the country are represented, includes: A. J. Baird, Baird-War Printing Company, Nashville, Tenn.; E. L. Baring, Baring Press, Detroit; Allen Frost, Copifyer Lithograph Corp., Cleveland; J. C. Hall, Hall Brothers, Inc., Kansas City, Mo.; Leslie Jackson, Stecher-Traung Lithograph Corp., Rochester, N. Y., and San Francisco; Roswell C. Mower, Manz Corp., Chicago; James F. Newcomb, James F. Newcomb Co., Inc.,

New York; Thomas B. Sheridan, American Bank Stationery Co., Baltimore; Elmer Voigt, Western Printing and Lithographing Co., Racine, Wis., and Hamilton B. Wood, Commonwealth Press, Worcester, Mass.

Government Work Ex-Quota

The revision of Order L-241 of July 18, 1944, adds to the list of printing covered by other orders and, therefore, exempt from the provisions of L-241, "Commercial Printing for Government Units." Under this amendment, printing done for the United States Government, and the government of any state, county, municipality or local political unit, is "ex-quota," in so far as the lithographer is concerned. Conditions of this exemption are:

- 1. Printing required by a contractor as part of a contract for an item purchased by—and for delivery to—the Army, Navy, Maritime Commission or the War Shipping Administration,
- 2. Official Army or Navy post, camp, station or unit newspapers or news sheets IF:
- (a) They are ordered by the officer in command of the Army or Navy establishment on official War Department or Navy Department purchase orders, requisitions or contracts; and
- (b) They contain no paid advertising; and
- (c) They are not owned, edited or operated by civilians but are run entirely by military personnel (although the printing may be done in commercial plants).
 - 3. Official election forms, such as

ballots and tally sheets, which are ordered and paid for by any state, county or municipality of the United States.

Before a lithographer may print any of the above L-241 ex-quota printing, the person ordering the printing must furnish the lithographer with the certification as set forth in the order.

Sheet Music Affected

The following has been removed from Schedule II: "Sheet music and music folios (which are not 'books' as defined in Order L-245 or 'magazines' as defined in L-244)." This means that publishers of the above sheet music and music folios are no longer restricted to 75 per cent of the weight of paper they caused to be consumed during 1941 in the publication of such items.

However, insofar as the lithographer is concerned, he still must charge to his L-241 commercial printing quota, the paper used in the printing of "sheet music and music folios (which are not 'books' as defined in Order L-245, or 'magazines' as defined in Order L-244)." But, the lithographer is no longer required to obtain a certification from the publisher of such sheet music and music folios.

Limit Government Paper

Order L-340 embraces the above changes in L-241, but limits the paper which any governmental unit may cause to be used to 75 per cent of their base period use. This restriction is on the governmental agency that causes the printing to be done, and

(Continued on Page 73)



DUMORE costs less than making your own solution!

DUMORE is more than a mere asphaltum solution. It contains essential image-reinforcing qualities that are the result of sound chemical research, qualities lacking in the ordinary solution mixed in your own plant.

DUMORE costs less, too. And, in addition, its use permits the saving of the time that would normally be required by one of your men to make a solution. It is another example of LITH-KEM-KO's ever-increasing service to lithographers. Order DUMORE — today!

Per Gallon \$3.00 ½ Gallon 1.75 Quart 1.00

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FIRPENTINE is processed from selected pine-tree gum, but unlike turpentine, it is especially prepared and guaranteed for all lithographic purposes.

5 5-Gallon Containers .65 per gal.
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Detroit—1944

Report from the arsenal city reveals acute manpower shortage; lithography booming; prospects for postwar bright

THE effects of the war on the lithographic industry in Detroit have probably been more revolutionary than in any other city in the land, because, almost overnight the lithographers' chief customer, the automotive industry shifted its vast production facilities from the manufacture of peacetime commodities to the machines of war. The lithographing industry, like nearly all other business in Detroit, to a large extent revolves around the city's sprawling manufacturing plants.

Today, after a period of tremendous upheaval in the graphic arts trades, Detroit's lithographing plants. like those in most other cities, are operating as near capacity as the supply of labor will allow. But again the Michigan metropolis is unique in the fact that many lithographers have unused paper quotas which cannot be utilized because not enough help is available and because most of the work being done is directly connected with the war and is exquota.

Before the war most of the city's lithographic volume came from advertising material and other types of work including instructional manuals. connected with the automotive and allied industries. Food and beverage labels and promotion material for Michigan as a summer resort were also factors. There was not much activity in displays or large posters.

Pearl Harbor found practically every lithographing plant loaded up with automotive and defense work, but within three weeks the lightning had struck and virtually all orders were cancelled and production had stopped. In a matter of days the bottom had dropped out of the lithographing and printing industries. It was not possible to get any immediate volume of government printing contracts and the hundreds of automotive plants were abandoning all

(The accompanying account of the litho industry in Detroit is significant as a record of our times. What has happened in Detroit during the war is similar to events in other cities, except that in the Michigan manufacturing center, changes have been more rapid and spectacular. This article is based on interviews with many persons in the lithograph trade in Detroit, some of whom are mentioned by name, but most of whom wished to remain anonymous.—Ed.)

sales and dealer programs to convert frantically to full war production. By the middle of 1942 this situation had contributed to the voluntary liquidation of several large lithographing companies and half a dozen small firms followed the same pattern, and plants and equipment were sold. To make the situation more desperate the war plants were becoming man-hungry and their attractive wage scales began to draw men away from lithographing plants. The nature of the work being done by some lithographing plants enabled them to obtain war work in sufficient volume, but for many others the conversion period was a tremendous strain.

But this disheartening situation soon began to reverse itself and within six more months, by the end of 1942, virtually all lithograph plants were again filled with business. Since the summer of 1943 plants have been operating at capacity. This is generally true today in lithographing, letterpress, binderies, and all allied graphic arts establishments.

HOWEVER, capacity today is measured, not by the amount of equipment a plant has, but rather by the number of employes it can obtain. The competition for manpower is probably no keener anywhere than in Detroit, and wages in war plants, even for inexperienced housewives and high school girls, have soared. In such a labor market it is difficult for lithographing plants to obtain replacements for an estimated loss of 35 per cent of skilled lithographic employees to war plants or to the armed services.

Because of understaffed plants. nearly every firm in Detroit is operating one shift only, with overtime, An exception to this is the private plant operated by General Motors which is successfully running three shifts. The one shift plants average some 55 hours a week, so that the mandatory 48 hour week minimum under the War Manpower Commission's rating of No. 1 Critical Area, has had no effect. In one of the City's largest plants it has been necessary to shut down part of the presses for lack of help. Another firm interviewed by this writer was in the midst of trying to decide whether or not to shut down some of its presses because of the difficulty in maintaining enough employees to run them. Calvert Lithograph Co., the city's largest, has successfully employed women as press helpers, but at another plant this expedient was tried and abandoned. As in other cities women are employed to a large extent in opaquing and stripping, especially since the beginning of the war.

The turnover among new employees is generally high and in some trade binderies has run to several hundred per cent. In the lithographic crafts the most acute shortages are in color cameramen, paper cutters and press helpers. According to Cy Means, secretary of the Typothetae Franklin Association of Detroit, there are absolutely no replacements in these crafts.

The new Priority Referral program which became effective July 1 has already worked to the detriment of a few Detroit lithographers, who are already woefully understaffed and has



and extra copies for your preferred prospects

Fox River's unique "See for Yourself" kit makes it easy to sell better letterheads... compares partrag and all-rag papers side by side... proves at a glance, quickly and convincingly, why all-rag stock (such as Masterline Anniversary Bond) is today's only distinguished choice for fine letterheads!

You know the reason: Many non-rag and partrag papers tend to be somewhat dull and grayish these days, due to wartime shortages of bleaching chemicals. Only *all-rag* paper — such as Masterline Anniversary Bond — is just as clean, crisp, white, permanent and impressive as before the war.

Made entirely from new, clean cotton cuttings,

all-rag Anniversary Bond combines strength, high opacity and a genuine quality "feel" . . . prints, lithographs or engraves... yet costs the user only 1/5¢ more per letter than 25% rag-content stock. Nationally advertised every month to almost 100,000 of America's top-flight users of fine business papers.

"Grade up" your letterhead sales . . . increase your letterhead profits . . . cure wartime "letterhead-aches" . . . by showing Fox River's "See for Yourself" kit to every letterhead buyer. Write today for your free copy — and extra copies to give your preferred prospects.

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Masterline PAPERS FOR BUSINESS

ANNIVERSARY Bond, Ledger, Onion Skin - 100% rag

OLD BADGER Bond and Ledger - 75% rag

DICTATION Bond, Ledger, Onion Skin - 25% rag

DICTATION Tru-Opaque Bond - 25% rag

MORE PER LETTER

ANNIVERSARY BOND

AFOX RIVER Masterline PAPER

kept them from hiring persons even when they apply for non-skilled work. However, it is hoped that this can be adjusted to allow increased production in plants holding map, chart, instructional manual, Government Printing Office, or similar war contracts.

However from talks with lithographers and with persons connected with war production plants, it is indicated that production of certain materials is beginning to taper off slightly. Some war plants have already laid off employees as the demand for certain war products slackens. While this has not yet been felt appreciably in the lithographic industry, it will eventually mean that more men will be available.

DETROIT is located in a great paper producing area and little trouble has been encountered in obtaining paper except when orders are for unusually large quantities. Much of the paper is purchased on high priority as an estimated 85 to 90 per cent of the work is on war printing and lithography which is ex-quota. As stated earlier few plants have enough employees for additional business to utilize their regular quotas of paper as allowed under Order L-241. Envelopes, on the other hand, recently have been very difficult to obtain.

A^S for the future, most lithogra-phers agree that there will be a tremendous demand for lithography in Detroit within a few months following the close of the war. Wm. J. Splittstoesser, vice president and general manager of the Process Lithograph Co. (including the former Detroit branch of Copifyer) pointed out that automobile manufacturers will be faced with the job of rebuilding their dealer organizations and this will require a large volume of lithography in addition to what consumer promotion is done. Nelson McCarthy, president of York Lithograph Co., a firm operating smaller offset presses, and also head of Nelson Associates, trade copy preparation and platemaking firm, states that he (Continued on Page 71)

THROUGHT the GLASS

DID you know that those war bonds you bought during the Fifth War Loan, (and are still buying) are produced partly by offset? The back side and the first two impressions on the face of the bonds are lithographed on 11 offset presses at the Bureau of Engraving and Printing in Washington, after which the border, portrait, and denominational designs are printed on gravure presses from reproductions of hand engraved plates. A total of 79 presses are used to produce a million bonds per day, including 12 numbering presses, according to Paper Progress.

m

When Walton R. Sullivan went to work in the plate department at Brett Lithograph Co., New York, recently, it was the debut of the third generation of Sullivans in the



E

Walton W.

Walton R.

lithographic industry. Young Sullivan is the son of Walton W. Sullivan, of the plate and camera department of Tooker Litho, New York, who has long been prominent in the Litho Ciub and is at present serving as vice president. The third generation Sullivan is working at Brett under the wing of John Carney, head of the plate department. The first generation Sullivan was Frank O. (for Oifset) who was widely known in the trade until the time of his death in 1940. He was a charter member of the N. Y. Litho Club and later ran his own business in Cleveland. He also represented various supply and equipment companies during his lithographic career. He retired in 1931. Walton W. was with his father some years in the Sullivan firm, and later joined Continental Lithograph in Cleveland. He came to New York and joined Tooker in 1935.

H. C. Buell, general sales manager of American Bank Note Co., Chicago, was recently re-elected secretary of the Chicago Sales Executives Club.

ml

According to a Swedish report, carried in a British graphic arts publication, the Germans in Norway have started extensive printing of war maps. Norwegian lithographers have been requisitioned (a very polite term) for the purpose. Norwegians say that this is an indication that German lithographic production has been severely smashed by Allied bombs.

ml

Russell E. Burkett of the Western Lithograph Co., was recently elected treasurer of the Southern California Business Men's Association.

ml

During July, with pomp and flourish, 12 original paintings, depicting "Flags in America's History," which were the subjects of lithographed calendars were presented to the U. S. Naval Academy at Annapolis, by John Morrell & Co., Ottumwa, Iowa. The paintings, which were reproduced for the Morrell company by Ketterlinus Lithographic Co., Philadelphia, are valued at several thousand dollars and have been exhibited at Ottumwa, Sioux Falls, and Topeka. T. E. Wiederseim, vice president of Ketterlinus, was one of the guests of honor at the ceremony.

m

J. F. Matlack, plant manager for Edw. Stern & Co., Phila., is one of the judges on the seven man panel to pick winners of the Industrial Marketing seventh annual competition for editorial achievement.

ml

George Hahn of the poster art department at Forbes in Boston, was recently surprised by a full size handlettered 24-sheet poster on the firm's "O. K. Board" congratulating him on his 50th wedding anniversary.

mi

A new lithographed publication "Firepower" was recently launched by the Army Ordnance Association. Described as "The Ordnanceman's Journal," the 8½ x 11 inch magazine is attractively made up in two colors. It is published in Washington.

Film with a Pedigree



-A DU PONT SYSTEM OF PRODUCTION CONTROL

EACH SHEET of Du Pont Photolith Safety Film carries its own control number . . . a Du Pont system of identification that assures you of a dependable product at all times.

You can readily spot this individual number marked on the edge of the film. Like a pedigree . . . it identifies the batch of emulsion used, the period of manufacture, inspection and packaging.

Here is a film especially designed to meet the all-round needs of lithographic shops. It has a clear .005" safety base, non-halation backing and hard, scratch-resisting emulsion. It is orthochromatic . . . has high contrast and extremely wide exposure latitude. Photolith Film is also quick-drying . . . lies flat and engraves easily.

Unique packaging is another feature. The exclusive "Lite-Lok" box ends fumbling in the darkroom. Film is easily removed from the box . . . safely protected at all times. Roll film is supplied in a convenient "dispenser" box that simplifies handling.

Try Du Pont Photolith Safety Film. You'll like its uniform quality. Ask your dealer for Photolith.

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"Lite-Lok" box containing sheet film facilitates handling.

Lift lid ... remove film ... close lid. No bother ... no bulky folds of paper to unpack ... and the box is always securely sealed against light.



They need your support . . . Keep on buying War Bonds.

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MODERN LITHOGRAPHY

IN AND ABOUT THE TRADE

Appoint Griswold to Direct Technical Foundation

•HE appointment of Wade E. Griswold, former graphic arts and advertising agency executive, as fulltime executive director of the Lithographic Technical Foundation, was announced during July following the semi-annual directors' meeting. This unprecedented action is in keeping with the Foundation's projected plan of expansion and progress which includes latter war and postwar planning to assure expanded research facilities and activity, to provide for the educational requirements of the industry in advance of an expanding employment period and to assure a revitalized program of service to all branches of the industry.

In selecting Mr. Griswold for the key post of executive director, the directors of the Foundation expressed confidence that they had appointed a man with a well balanced combina-



Wade E. Griswold

tion of abilities, talents and experiences that should be well adapted to the requirements of the Foundation in effectively serving the lithographing industry.

Mr. Griswold was educated at St.

John's Military Academy and at the U. S. Naval Academy, of which institution he is a graduate. After eight years of service in the U. S. Navy, he completed a year's work in economics, English and languages at the University of California and followed this with a year at the Columbia School of Journalism.

To this educational background, Mr. Griswold has added a wide experience in business, continuing an avid interest in the graphic arts. He has been engaged in newspaper and editorial writing and illustrating, he has organized and operated his own reproduction plant, engaged in market, editorial and advertising research and production analysis and has been engaged in several administrative tasks.

From 1927 through 1932, Mr. Griswold was an executive of Alco-Gravure, a subsidiary of the American Lithographic Co. and from 1932 through 1935, he was western sales manager for the parent company, gaining an intimate knowledge of production facilities in letterpress, lithography, and gravure, and developing many nationally known plans from the mechanical, merchandising and distribution standpoint. He worked personally on much of the experimental ink, paper and production problems of new publications and other visual material.

A constant interest in things mechanical and technical led him into the experimental and research branches of the industry, he having personally developed a number of new methods, ideas and processes that have furthered production and quality in reproduction fields.

From 1935 to 1938, among other things, he made a broad study of color photography, examined over 2000 patents, and personally produced practical work in all four major color

Plans for NAPL Meeting Nearing Completion

THE Wartime Conference of the National Association of Photo-Lith.ographers, to be held at Hotel New Yorker, New York, September 21-23, will introduce a new feature for litho meetings. The final day will be devoted to the Litho Clubs of the country, whose leaders will have charge of the clinic sessions. Walter E. Soderstrom, executive secretary of the NAPL has invited officers and members of all Litho Clubs to attend the meetings, and especially this session.

Topics of wartime and postwar interest will dominate the three-day program, which is now being completed, and several speakers have already been announced. These include Ernest Jones, Graphic Arts Corp. of Ohio, Toledo; Joseph Machell, Stecher-Traung Lithograph Corp., Rochester, N. Y.; Edward Mayer, Jr.,

James Gray, Inc., New York; Frank Pfeiffer, Reynolds & Reynolds Co., Dayton, O.; and William Stone, Copifyer Lithograph Corp., Cleveland. Other speakers will represent equipment manufacturers and will discuss postwar probabilities in this field. Two speakers will deal with labor problems, one representing labor and one representing management.

Mr. Soderstrom said that this will be a "shirt sleeve conference" planned to deal with pressing problems of today in the lithographic industry, and the program will not provide for any social events other than the annual dinner which this year will be held on Saturday evening, the closing day. Several equipment manufacturers and suppliers will sponsor exhibits which may show postwar trends in these fields.

TROUBLE-FREE RUNS . . .

Unless your chemicals are *right*, trouble may develop, and trouble usually means reduction in quality, and loss of profits.

You can make sure that your chemicals are right by insisting on MERCK CHEMICALS FOR THE GRAPHIC ARTS.

Exacting laboratory control ensures their purity, uniformity, and reliability. You can depend on them for the same good results, from the same procedures, every time. Write for catalog.





MERCK & CO., Inc. Manufacturing Chemists RAHWAY, N. J.

New York, N. Y., Philadelphia, Pa., St. Louis, Mo., Elkton, Va., Chicago, Ill., Los Angeles, Cal. In Canada: MERCK & CO., Ltd., Montreal and Toronto

photographic methods. At various times prior to the war, he made studies of reproduction facilities and techniques in Europe, necessitating technical analysis, experimentation and practical application.

From 1935 until 1943, he was an account executive with Young & Rubicam, large advertising agency, also serving as executive assistant to the chairman of the board. For the past year, Mr. Griswold has served as account executive and business manager of Maxon, Inc., another large advertising firm. During his agency career, he has kept active contact with developments in the printing processes, methods of production and printing organizations, research work and experimentation in all major processes, including laboratory work.

Of its new executive director, a Foundation statement says, "With the lithographic industry now embarking upon its greatest era of growth and expansion and facing what must be recognized as the greatest opportunity of its still short but meteoric rise to dominance, Mr. Griswold brings a steady and experienced hand and a wealth of enthusiasm to help guide the future Foundation program.

"One of the biggest immediate tasks, of course, is the conduct of the present fund-raising campaign which is so essential to revitalization of the Foundation program, to expand the essential research facilities, and to help prepare for the educational needs of the industry."

Detroit Lithog in Navy

Hyman Safran, Safran Printing Co., Detroit combination shop, was inducted into the navy during July as a Lieutenant (j.g) and reported in Washington for further orders. David Safran, his brother, will be in charge of the plant in his absence.

Seattle Club Elects Whitehead

Arthur S. Whitehead, National Lithograph Co., was elected president of the Seattle Craftsmen's Club, recently. He succeeds Tom Severson, Jr., Zellerbach Paper Co.

Christmas in July is Theme

"Christmas in July" was the theme of a luncheon July 27 promoted by the Greeting Card Industry at the Waldorf-Astoria, New York to signalize the opening of the Overseas Early Christmas Mail Campaign. About 350 attended including a number of lithographers engaged in greeting card production. Speakers included Postmaster General Frank C. Walker and high army and navy officers. S. Q. Shannon, director of the greeting card association, presided. Decorations, music and food were all in the Yuletide spirit.

National Organizers Meet

A meeting of those promoting the creation of a new national organization representing all branches of the graphic arts was scheduled to be held August 9 and 10 at the Edgewater Beach Hotel, Chicago. The group has adopted the tentative name National Graphic Arts Institute, and present headquarters are at the offices of the James F. Newcomb Co., 345 Hudson St., New York. Mr. Newcomb, who is chairman of the committee organizing the new group is also co-chairman of the Joint Committee on Government Relations of the Commercial Printing Industry.

To Hold Conference in Boston

Plans are now virtually complete for the New England Conference for the Graphic Arts to be held at the Statler Hotel, Boston, Monday, Tuesday and Wednesday, September 18, 19 and 20. The program as outlined, indicates that most attention will be given to management. markets and sales, under the theme "Planning Today for Printing Tomorrow." Technological improvements, and the future of the three major reproduction processes are also scheduled for discussion. The conference is planned for all branches of the graphic arts.

Harris Midyear Calendar Again Has Cleland Art



This is the fifth in a series of lithographed calendars (eaturing paintings by T. M. Cleland, for the Harris-Seybold-Potter Co., Cleveland. Reproduction of the 24½ x 36 inch midyear calendar was in four colors by Rogers-Kellogg-Stillson, New York. Copies are available while the supply lasts, from the H-S-P company.

The Truly Modern Method of Platemaking...

Harris Deep Etch

THE Harris Deep Etch Process gives fine detail, accurate and faithful reproduction of the image . . . because its thin coating reduces light spread. Furthermore, the Harris Deep Etch Process is comprised of chemicals that are compatible—they work together, avoiding conflicting reactions.

The process is economical because of the high quality of plates obtained. It is convenient to use; does not give off objectionable odors.

Users of Harris Deep Etch report exceptionally long runs—another reason for economy.

Harris Deep Etch is manufactured by the pioneer builder of offset lithographic presses in the company's own laboratory. It has won recognition in hundreds of plants throughout the United States and Canada.

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CLEVELAND 5, OHIO

Miniature Offset Posters Please Coast Collectors



These miniatures of 24-sheet posters are lithographed in full color and measure $5\frac{1}{2} \times 3$ inches.

OLLECTORS on the Pacific Coast have been interested recently in the sets of lithographed miniature posters of the Acme Breweries. The tiny posters, measuring approximately 5½ x 3 inches, are full color reproductions of the 24-sheet posters. Acme, which has the reputation of being the largest user of outdoor advertising space in the far West, commissioned the Louis Roesch Co.. San Francisco, to reproduce a set of five of the current posters in miniature, to be mailed to dealers, wholesalers, and friends as envelope inserts. About 5000 of each of the five posters will be mailed in the San Francisco area. and 15,000 of each in the Los Angeles area. Three of the posters feature men and women war workers and the all-out war production effort. A fourth poster plays up the part of

the victory gardener, featuring a Varga girl; and the fifth, also via a Varga. illustrates "the swing to Acme" by means of an athletic blonde swinging from a rope.

The production of the full-sized posters is done by various lithographic firms. Before the war most of the Acme poster work was divided between Schmidt Litho, Roesch, and Western Litho, with Continental and Quigler also doing some. At present Acme get the work done how, when and where war conditions permit. Roesch, however, is currently doing all the miniatures.

Getting out a limited number of the miniatures for customers and friends is not an entirely new development: Acme has done it before. It seems to be starting a new collection craze.

Prominent Men to Be at Forum

A postwar forum on the printing industry with such speakers as A. E. Giegengack, Public Printer of the U. S., Newbold Morris, president of the New York City Council, and John A. Zellers, vice president of Remington Rand, is planned for September 14 by the Printers Supply Salesmen's Guild. The dinner meeting will be held at Hotel Astor, New York, and all organizations associated with printing will participate, Norman L. Rowe, Ideal Roller & Mfg. Co., Guild

president, said, Harry Grandt, Roberts & Porter, is chairman of the arrangements.

N. Y. Litho Club Meets Sept. 27

Plans are now being made for the opening fall meeting of the New York Litho Club which will be held Wednesday September 27 at the Building Trades Club, 2 Park Avenue.

William Carey. Sweeney Litho, club president, said that the New York club is also making plans to participate in the Litho Club Clinic Saturday, September 23, which will be a part of the war meeting of the National Association of Photo-Lithographers at Hotel New Yorker. Mr. Carey stated that the clinic, built around the theme, "Men, Materials, Methods," will also have representatives of litho clubs of Connecticut Valley, Baltimore and Philadelphia, and possibly others. A committee is being appointed by the New York club to formulate definite plans.

Dorst Leaves Foundation

Paul Dorst has recently left the research laboratories of the Lithographic Technical Foundation at the University of Cincinnati, to accept a position as assistant to the president of Cincinnati Industries where he will be in charge of experimental work in a research laboratory. Wade E. Griswold, executive director of the Foundation, stated that he hopes Mr. Dorst eventually will consent to return to the lithographic industry. Mr. Dorst was with the lithographic laboratory 17 years and was one of the first two to take post graduate work there.

Offset Books Being Scheduled

The fall schedule for the traveling exhibit, "Books by Offset," sponsored by the Harris-Seybold-Potter Co., Cleveland, is now being made up, and organizations interested in arranging for the display may communicate with the company, it was announced early in August. In addition to the permanent exhibit at the home offices of the company, other sets of the books have been shown in Chicago, Milwaukee, St. Louis, Urbana, Ill., Topeka, Omaha, Los Angeles, San Francisco, Sacramento, Oakland, Seattle, Portland, Atlanta, Nashville, New York and Philadelphia.

Sulzer of Kodak Dies

Albert F. Sulzer, 66, vice president of Eastman Kodak Co., Rochester, N. Y., died August 6. He had been with Eastman since graduation from the Massachusetts Institute of Technology in 1901. He advanced steadily, serving later as plant manager and became a director in 1932. He became vice president in 1934.



"Paper Packs a War Punch" . . . and you as a printer can do more than most of us to help save paper before it becomes waste paper. Your resourcefulness and technical advice to customers can produce attractive, effective printed matter while reducing weight, size—and runs, where possible.

The War Production Board has cut paper tonnage by 25% under 1941. And, that's the goal most patriotic printers are setting on each job when advising and planning with customers.

Better printing and planning will save paper

You know that one hundred well-printed pieces can accomplish more than several hundred that are cheaply and poorly printed. There is no shortage of ink; of good typography; of effective design and layout. You can help your customer get better results with lighter weight paper and envelopes, and by the use of better typography and more color on advertising matter and envelopes. That way you'll profit, as you save the paper needed for Victory.

U·S·E envelopes

What envelope manufacturers are doing

Envelope conservation is already clearly defined. The industry has adopted limitations on weights of paper by grade and usage. In addition, it is now using only 70% of previous volume of new corrugated shipping cartons, eliminating boxes where envelopes can be delivered safely in cartons only—and boxes alone where practicable. We, and other manufacturers, are, of course, re-using used cartons—all we can obtain. And, like yourself, we are co-operating to the fullest extent in the salvage of waste paper—in business and in our homes. Let's keep on doing more and more of it!

UNITED STATES ENVELOPE COMPANY



General Offices

SPRINGFIELD 2

MASSACHUSETTS

13 Manufacturing Divisions 4 Sales-Service Offices

5-7

ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES . WRITING PAPERS . LINWEAVE PAPERS . NOTE BOOKS . TRANSPARENT CONTAINERS . WAR PRODUCT PACKAGING . PAPER DRINKING CUPS . TOILET TISSUE . PAPER TOWELS

MODERN LITHOGRAPHY

LNA, Union Form Joint Litho Advisory Council

THE formation of a Joint Lithographic Advisory Council to provide for a continuing forum of management and labor for consideration of the problems which bear directly or indirectly upon the welfare of the industry was announced July 25 by the Lithographers National Association and the Amalgamated Lithographers of America (A. F. of L.). The Joint Council is to serve as an advisory body to the industry, and will not interfere with the normal functioning and collective bargaining arrangements of individual shops or local groups, it was said.

The council consists of not less than five members representing management and not less than five members representing labor. Management's representatives are L. H. Jackson, president, Stecher-Traung Lithograph Corporation. Rochester, N. Y., and San Francisco; Leonard H. Knopf. president. The Meyercord Company, Chicago; George E. Loder, president, National Process Company, New York; John M. Wolff, Jr., president, Wolff Printing Company. St. Louis; and W. Floyd Maxwell, secretary,

Lithographers National Association, Inc., New York; Labor's representatives will be International President William J. Riehl of New York, International 1st Vice-President and Secretary-Treasurer Robert Bruck of Chicago, International Vice-President Fred W. Rose of St. Louis. International Vice-President Francis P. Slater of San Francisco and Benjamin M. Robinson of New York, counsel.

In announcing the new council the LNA and the ALA statement said in part: "Definite problems are facing this fast growing industry. The joint consideration of them by management and labor representatives will develop common interests, lead to a better understanding of conflicting viewpoints and aid in reaching constructive solutions. The council will meet at stated times during the year. each meeting being held in a different part of the United States in order that the council may consider industry problems in the light of particular regional conditions and in order that local representatives may have an opportunity to confer with the council.

"The lithographic industry has grown in gigantic strides from 550 lithographic shops in 1906 to 975 shops in 1930 to approximately 2,300 shops today. Its annual sales volume is approximately \$300,000,000. Its fast growth and rapid movement into new markets has been accelerated since 1941 by the tremendous pressure of military and industrial demands for lithographed maps, charts. training brochures, instructional and diagramatical sheets and like items in quantities of hundreds of millions. Lithographic labor for this reason was given an essential rating by Selective Service and the War Manpower Commission. Thus, many industries and industrial buyers have been made acquainted with the scope and versatility of the process for the first time. In addition, the process has been introduced to thousands of men in the Armed Forces working in Army mobile litho units and government litho plants.

"Lithography as a process is still generally unknown to buyers of printing. Many fail to realize that offset is lithography and that other trade names such as photo offset or photo lithography or planography are other names for the process.

Connecticut Valley Litho Club Holds First Outing and Conference

The first conference and outing of the Connecticut Valley Litho Club was held in Long Meadow, Mass., July 22 and nearly 70 members and guests turned out for the all day affair in the open. Photo No. 1 shows the committee in charge, left to right: Al Schulz, Worcester Litho, club president; Joe Siracuse,

New Haven: Frank Poll Meriden Gravure chairman; Harold Kjoler, Rich Litho, Chicopee Falls, Mass., and Mike Davidson, Fox Press, Hartford. Committee members not present were Fred Kendall, Kellogg & Bulkeley, Hartford, and M. A. Pickering, Fuchs & Lang.

2. General scene at the outdoor lobster and

clam dinner: 3. Two winning teams in the horse-shoe tournament; 4. An entrant puts everything into a broad jump; 5. The Massachusetts softball team; 6. A batter fails to connect with a ball pitched by the New Haven team. The club's opening fall meeting is planned for Friday, October 6, at Hartford.



PHILLIPS & JACOBS

Offlers

FOTO-FIX

(CONCENTRATED ACID FIXING BATH)

- 1. Fixes film, plates, paper in half the time required with ordinary bath.
- 2. Hardens emulsion as well in 1/5th to 1/6th the time required with ordinary bath.
- 3. Fixes at least twice as much film or paper as an ordinary bath.
- **4.** Is eliminated from film with *less washing*. Films are washed as well in 1/3rd the time required with ordinary bath.
- 5. Produces clear film, without haze, immediately after fixing.
- 6. Is ready to use with addition of water. No bother or time used in mixing.
- 7. Is economical. One gallon FOTO-FIX is equal in service life to ten gallons ordinary bath.

TRIAL QUANTITY (1/2 GALLON) AT \$1.50, AVAILABLE FROM YOUR GRAPHIC ARTS DEALER OR PHILLIPS & JACOBS

MANUFACTURING CHEMISTS



622 RACE STREET

St. Louis Plans "Cavalcade of Printing" Show



This copy, five columns wide by 14 inches deep, was inserted in the July 4th edition of a St. Louis morning newspaper by the St. Louis graphic arts association. Four additional advertisements a re being prepared to promote the fall exhibity

A CALVACADE OF PRINTING exhibit, sponsored by the Associated Printers & Lithographers of St. Louis, is being planned for the week of November 3 to 11. The affair, which will be held in the Stix Baer & Fuller department store, is under the chairmanship of Don O. Pyke, Graham Paper Co. To create

city-wide interest in the exhibit, which will show many examples of printing and graphic arts equipment, a series of advertisements in local newspapers has been prepared (see above). Special days for printers and publishers, public schools, and other groups will be arranged, and awards will be made for outstanding craftsmanship.

Improve Deep Etch Process

"Improvements in Deep Etch Platemaking" is the title of the newest research bulletin to be issued during August by the Lithographic Technical Foundation. Written by Charles F. King and Robert F. Reed, it will be identified as Research Bulletin No. 14.

The Foundation's description of the bulletin stated, "As a result of further studies on deep etch platemaking, it has been found possible to eliminate altogether the use of anhydrous alcohol, and at the same time to produce plates that hold their work better in humid weather. Section I describes the new process in detail, and gives formulas for the necessary platemaking solutions. Section II reviews the experimental work leading to the improved process and explains some of the causes of failure of deep etch plates. The formula is given for a new deep etch developer that does not require adjustment of

density for ordinary changes in temperature."

Invasion Map Is Popular

Hagstrom's Invasion Map of Europe. showing the status of fighting on all fronts in Europe on June 6, D-Day, as well as the points at which the invasion forces landed, was published during July and is proving a popular item at news stands and bookstores. It was compiled and published by the Hagstrom Co., New York lithographers and map makers. Art work and plates for the 31 x 41½ inch four color map were done by the Hagstrom Co., with presswork by the Bauer Lithographing Co.

Another popular item published by the map firm is the Atlas of New York City showing detailed maps of streets, street numbers, parks, points of interest, and transportation, of the five boroughs which make up the city. The 10 x 13½ inch book is lithographed in four colors, from plates made by the Hagstrom Co., with presswork by the New Era Lithograph Co. It has been promoted recently through newspaper advertising in New York.

Severin Heads Hall Co.

Clarence A. Severin, treasurer and general sales manager of the Hall Lithographing Co., Topeka, Kan., was named president of the firm recently filling the vacancy left by the death June 18 of Richard N. Hall. The announcement was made by Luella R. Hall, chairman of the board. Mr. Severin was associated with the company from 1936 to 1941, and rejoined the firm June 1, 1944.

Miller Buys Ruderman Interest

L. P. Miller, partner of Miller & Ruderman, New York lithographers, has announced that he has purchased the firm from his partner Milton Ruderman, and is now sole owner. The name will be changed to L. P. Miller, he said. The company was organized May 1 at 52 East 19 St. Mr. Miller was formerly associated with Academy Photo Offset Co., and several other New York firms.

THE FUTURE IS NOT IN THE STARS...



BUT IN THE HEARTS OF MEN!

Let politicians talk of their world court of nations...military leaders of their international police...economists of the post-war miracles of production to raise the world's living standards—but look for world peace only in the hearts of men who understand and tolerate each other's way of living.

The way to international understanding among men lies in the mutual exchange of ideas, ideals and resources. It's a long, difficult task...but it can and will be done. Paper will help to make this task easier. Paper for books...paper for advertising...paper for product packaging...paper for fabrication.

In the Future...as in 92 years of the Past...SORG Master Papermakers will stand ready to serve the needs of printers and paper fabricators with quality printing paper and special papers.



SORG STOCK LINES: White Sorex • Cream Sorex • Equator Offset • Equator Index Bristol • Valley Cream Post Card • Middletown Post Card • No. 1 Jute Document • Buckhide Tag • For Converting Use: DBL (Double Bleached Lined) • DIP (Dyed-in-pulp)

THE SORG PAPER COMPANY · Middletown, Ohio

MEMBER: Miami Valley Paper Shippers Associaion.

OFFICES: New York Office: 370 Lexington Ave. (17) Chicago Office: Daily News Bldg. (6) REPRESENTATIVES: BOSTON, C. H. Dodge, 10 High Street (10). LOS ANGELES, N. L. Brinker, 409 E. 2nd Street (12). ST. LOUIS, H. E. Bouis, Ambassador Bldg. (1).

Women to Get Equal Pay

Chicago lithographers are studying closely the new Illinois law requiring them to pay women the same wages as men where the women perform the same work. The statute which became effective July 1. applies to all Illinois manufacturers who employ six or more persons, with some exceptions, such as for seniority or where bargaining contracts prevail or where there are other "reasonable" discriminations except difference in sex. The definition of what constitutes "equal work," is, however. ambiguous and is recognized as calling for court interpretation. Labor organizations are said to be dissatisfied with the act, but hopeful it will be "straightened" later by further legislative action. Meanwhile the Illinois Manufacturers Association. whose president is J. C. MacKeever. president of the Gerlach-Barklow Co.. Joliet, Ill., litho concern, has served notice that it will challenge the constitutionality of the act.

Weber Litho Plans Expansion

Post-war expansion plans of Weber Lithographing Co., Chicago, call for installation of three new offset presses, orders for which have already been placed with manufacturers. a company executive revealed last month. Recently the company's onestory building, occupied for the past eighteen years at 3305 W. Harrison St., underwent a "face-lifting" operation when the brick front wall of the original structure was replaced by an attractive facade of architectural glass blocks. A new roof was laid and another feature of the modernization program is the treatment of front office walls with sound-absorbing acoustical materials to deaden the din of street traffic.

Oxford Opens Campaign

An advertising campaign stressing the company's "know how" in paper making, is being launched by the Oxford Paper Co., New York. The first advertisements feature photographs posing war-created problems which called for ingenuity on the part of paper manufacturers. Copy stresses the company's research and experience and looks ahead to the contributions they will make when applied to reconversion and peacetime, rather than war needs. The Oxford campaign is running in business and graphic arts publications. Arthur Kudner, Inc., is the agency.

Foundation Publishes 20 Year Financial Report

ROM an original net sum of \$728,-149 the Lithographic Technical Foundation's assets are now placed at \$448,680, after 20 years of existence, according to a financial statement issued by the Foundation during July. The statement shows that losses on investments have totaled \$142,211 while investments held at original cost in excess of the approximate market value today total \$52,658. This makes a total of \$194.870 lost in investments made by the Foundation from 1925 to the present. During this time \$286,151 have been spent on lithographic research and equipment,

while the amount spent for general expenses, educational program, legal and professional fees, depreciation of office equipment and other miscellaneous items was \$339,816.

Income from sales of publications, educational courses, subscriptions, etc., totaled \$41,474 while an additional \$39,346 of income was derived from sales and royalties. Interest and dividends over the twenty year period added \$457,673 to the Foundation's income. This income does not include amounts collected in the current 1943-44 drive to raise funds.

The complete report follows:

LITHOGRAPHIC TECHNICAL FOUNDATION, INC.

Summary of Funds Subscribed, Income and Expense From January 1, 1925 (date of inception) to December 31, 1943

Receipts: Funds subscribed (net) exclusive of 1943-4 campaign Less campaign expenses 1925-6	\$762,083.79	\$728,149.77	
Other deductions: Net loss on investments sold Investments held at original cost in excess of approximate market value	142,211.38		
Dec. 31, 1943	52,658.88	194,870.26	\$533,279.51
Expenses: (net) Dept. of Lithographic Research Depreciation laboratory equipment, etc.	283,556.92 2,594.15		
	286,151.07		
Less-sales, research material and royal-	200,101.07		
ties	39,346.60	246,804.47	
General and educational expense	306,784.06		
Miscellaneous expense	2,060.01		
Legal and professional fees	29,242.02		
Depreciation office furniture and equipment	1,730.12		
	339,816.21		
Less: Income Sales, educational publications \$18,764.19 Profit on educational courses 4,677.23			
Miscellaneous income 407.62			
Spec. subscriptions for cur-			
rent expenses, etc. 17,625.00	41,474.04	298,342.17	
Pre-organization expense		2,411.63	
		547,558.27	
Interest and dividends		457,673.82	
		89,884.45	
Less: estimated inventory Dec. 31, 1943		5,285.69	
			84,598.76
Foundation net value December 31, 1943		8	448,680.75*

These funds and additional endowments received by the Lithographic Technical Foundation will be placed in the hands of a qualified fiscal agent.

a primer of printing at war

Wartime Printing: dynamic, forceful, subtle, direct. A current catalog of outstanding examples of the Graphic Arts in Advertising, keyed to the task of winning the war; and doing just that. This "Westvaco Inspirations for Printers, No. 148" is entitled "A Primer of Progressive Typographic Design." Verses in the style of the old time New England Primer make pointed jingles of the eight letters forming the name "Westvaco."

Then comes the punch . . . from bombsights to bombers, from black and white to four colors, from halftone screens you can't see to screens so coarse you may almost count the dots . . . and many other diverting novelties of attractive format that cannot fail to intrigue the printer.

All for you...that your printing may be inspired to do more for you, and more for America. That you may come closer and closer to the secret of making printing work at top speed and top power just as the group of advertising illustrations displayed in this issue has done for others.

"Westvaco Inspirations for Printers", chronicler of the pulse-beat of advertising down through the years, now finds that pulse stronger than ever. Advertising has done a marvelous wartime job and, in doing that job has inculcated a new public respect for American enterprise. The production capacity that amazed the world is matched only by capacity for resourceful, inspired advertising.

There is a copy of "Westvaco Inspirations for Printers, No. 148" for you . . . It is procurable from your Westvaco Distributor, or by writing or phoning to one of the Company addresses.

The Cover Artist: Georges Schreiber who was born in Belgium, and came to the United States in 1928, is now considered a thoroughly American artist. The U. S. Treasury selected his painting, "Fire Away" as the official poster for the recent Fifth War Loan Drive. "Keep 'Em Flying" (Second Bond Drive) and "Back the Attack" (Third Bond Drive) also were his. His works are represented in permanent collections of the Brooklyn, Whitney, and Metropolitan Museums, Museum of the City of New York, Sheldon Swope Art Gallery, etc.



invest in victory: buy war bonds

New York: 230 Park Avenue Chicago: 35 E. Wacker Drive Philadelphia: Public Ledger Building San Francisco: 503 Market St.

west virginia pulp and paper co.



low tide: by georges schreiber from the painting in the gallery of associated american artists, inc., new york

westvaco

ds

inspirations for printers: number one forty-eight



HERE'S HOW WE TALK ABOUT YOU TO YOUR CUSTOMERS

The advertisement below is one of Rising's business-building campaign appearing in:

BUSINESS WEEK THE REPORTER U. S. NEWS
TIME PURCHASING PRINTERS' INK
SALES MANAGEMENT ADVERTISING & SELLING



"The Budding Artist"

When you want to know

GO TO AN EXPERT

It's a Particularly good idea where you come to the problem of choosing papers. In that case, of course, the expert would be your printer.

See what he has to say about Rising Papers . . . and what they can do for the appearance of your letter. He ought to know. His own reputation for fine work depends largely on the quality of the paper he uses . . . and for years we have furnished these same expert printers with fine papers for every printing purpose.

Prices on a level with other quality papers. Among other lines:
Rising Bond (25% rag), Rising Line
Marque (25% rag), Finance Bond (50%
rag), Rising Parchment (100% rag),
The Rising Paper Company, Housatonic,
Mass.



Rising

ASK YOUR PRINTER-HE KNOWS PAPER

Advertising Printing Cut 50%

Advertising printing and lithography has been reduced by half by weight of paper used, since 1941, according to a study completed last month by the Joint Committee on Government Relations of the Commercial Printing Industry. This decrease was chiefly in direct mail which was said to be off 75 per cent. posters, handbills, and miscellaneous advertising. House organs were less affected, the study showed. The report, which was presented to the War Production Board to show the use made of paper under Order L-241. was based on a sampling of approximately 10 per cent by weight of all paper processed by commercial printers under this order. The analysis showed that over 80 per cent of the paper processed during the first quarter of 1944 went into functional printing used by management. control, and operation of war and civilian business or by federal, state or local governments, or by the Army or Navy.

Owen, PNA Officer, Dies

Harry O. Owen, vice president of the Printers National Association and vice president of the Graphic Arts Association of Illinois, died July 6 at his country home near Chicago. Long a prominent figure in national as well as local graphic arts circles, he was president of C. O. Owen & Co., Chicago letterpress concern.

Former Niagara Treasurer Dies

Sidney B. McAllister, 71, retired treasurer of the Niagara Lithograph Company, Buffalo, N. Y., died July 11 after six months illness. Born in Albany, Mr. McAllister came to Buffalo in 1865. He is survived by his wife, three daughters and two sons.

Weinig of Buffalo, Dies

President of Graphic Arts Co., Inc., Buffalo, N. Y., since it was established in 1905. Edward W. Weinig died July 11 after an illness of three years. At one time he was associated with Geise & Co., now the American Lithograph Co.

QUOTES

FROM THE MAIL

Gentlemen:

I have beeen desiring for some time ast to enter my subscription to Modern Lithography in order that I might keep in touch with the wartime progress of lithography, and to some degree do some post-war planning. Before my entry into active service as a National Guard officer 21/2 years ago, I was editor and co-publisher of the Owatonna (Minn.) Steel County Photo News, which was one of, if not the first, newspapers published by photolithography. Despite wartime restrictions it is still published by the same process and proudly pro-claims that it is "The First Photolithographic Newspaper in the Northwest." You will therefore understand my continued interest.

Please enter my subscription to ML and bill me for the correct amount and I will forward my check immedi-

ately.

Very sincerely yours, MAJOR HUGH H. SOPER, (With U. S. Air Corps, Overseas)

Gentlemen:

When I embarked for foreign parts the result was the failure to receive four copies of Modern Lithography. Since that time the arrival has been excellent. Keep up the good work, your issues coming here are enjoyed by many more than just a few.

By the way, what are the provisions in the "postwar" field for the small owner who shut his plant and whose customers are flung to the four winds?

S/Sgt. F. M. Pannebaker, Engineer Reproduction Det. (Overseas) Formerly of MacGregor Press,

Pueblo, Colo.

Gentlemen:

Today we received this request from one of our boys, Sgt. J. W. Straub, USMC, in the South Pacific: "Would you be kind enough to send me a couple Modern Lithography magazines, just a couple that might have some dope in that I could use. I will appreciate them very much. I want to get as much out of this work as I can so I can pick up where I left off when I come back to the shop."

Sgt. Straub was employed with us before entering the service and has been in the South Pacific for the past 26 months. We are holding his job for him when he returns. Please start a subscription for him and bill us.

Bert G. Hann, Mgr. Hann Litho-Print Co. Williamsport, Pa.

LT-15 DEVELOPER

LONG LIFE, NON-OXIDIZING, NON-DETERIORATING



A Patented high-contrast developer compounded in dry form for "process" films, plates and paper negatives. This new non-oxidizing and non-deteriorating LT-15 developer will last longer than any other and develop eighty to ninety 8x10 negatives per gallon, whether you develop them in one day or in a week.

ORDER A TRIAL GALLON

for comparison with the developer you are now using.

PROMPT SERVICE

COMPLETE STOCKS

DRY PLATES . FILMS . CAMERAS . EQUIPMENT . SUNDRIES . CHEMICALS

NORMAN-WILLETS

GRAPHIC SUPPLY CO.

Eastern Depot

27 PEARL STREET
NEW YORK CITY - BOWLING GREEN 9-2330

Midwest Depot

316 W. WASHINGTON ST. CHICAGO, ILL. . RANDOLPH 8300

Announce LTF Committees

New committee appointments confirmed by the board of directors of the Lithographic Technical Foundation at its July meeting, saw John M. Wolff, Jr., of Wolff Printing Co., St. Louis, added to the executive committee and Milton P. Thwaite of Dennison & Sons, Long Island City, N. Y. become a new member of the finance committee. The present executive committee of the Foundation is composed of L. H. Jackson, Stecher-Traung Litho. Corp., San Francisco; Gen. Wm. Ottmann, U. S. Printing & Litho Co., Brooklyn, N. Y.; Trowbridge Marston, Kaumagraph Co., Wilmington, Del.; Mr. Wolff, R. R. Heywood, R. R. Heywood Co., New York, and R. V. Mitchell, Harris-Seybold-Potter Co. The finance committee consists of Mitchell, Heywood and Thwaite. E. H. Wadewitz, Foundation president, is a member ex-officio of both committees.

In addition, the board confirmed the appointment of a new research committee and an educational com-

mittee. The new research committee includes Arthur W. Cornell, Forbes Litho. Mfg. Co., of Boston; Robert Butler, General Printing Ink Corp., New York City; Gus Carlson, Harold M. Pitman Co., Chicago; Harvey Glover, Sweeney Litho. Co., Belleville, N. J.; Victor W. Hurst, Eastman Kodak Co., Rochester, N. Y.; Ernest Jones, Graphic Arts Corp. of Ohio, Toledo; Joseph Machell, Stecher-Traung Litho. Corp., Rochester, N. Y.; Randolph T. Ode, Providence Litho. Co., Providence, R. I.; Kim Stuart, Neenah Paper Co, Neenah, Wis.; and William Walters, U. S. Printing & Litho. Co., Brooklyn, N. Y.

The educational committee includes R. R. Heywood, Jr., R. R. Heywood Co., New York; L. H. Jackson; Harry H. Platt, Sackett & Wilhelms Litho. Co., New York; Elmer G. Voigt, Western Printing & Litho. Co., Racine, Wis.; William M. Winship, Brett Litho. Co., Long Island City, N. Y.; and Mr. Wolff.

Bausch, Optical Executive, Dies

Edward Bausch, 89, chairman of the board of Bausch & Lomb Optical Co., died at his home in Rochester, N. Y., July 30. A son of the founder of the company, he joined the firm in 1874, and became vice president in 1899. Following the death of his father he was elected president in 1926.

Larsen, Paper Man, Killed

Sgt. Jack J. Larsen, formerly associated with the Chicago Paper Co., Chicago, a radio-gunner on a Liberator, was killed in action over Germany June 20, the paper company reports. He had joined the company in 1936 as an errand boy and had advanced steadily until entering the Air Forces in April, 1942.

Copifyer Litho Vacations

The entire plant of the Copifyer Litho Co., Cleveland, shut down for a week recently and all employees took a vacation. The time was utilized by having the shop cleaned, painted and all machinery overhauled. Harris-Seybold-Potter maintenance men overhauled all presses.



FIELD! LEADING THE

Not PLACE . . . Not SHOW . . . but a WINNER guaranteed! That is what thousands of graphic art experts have to say for "33" Ink Conditioner.

Engineered for modern printing, "33" Ink Conditioner has the unequalled distinction for unique performance. In addition to its function as a wetting agent, "33" also serves as a drier, roller conditioner and heat resistant. Its many advantages are varied, check them . . .

- Highest Ink Efficiency 15% to 30% More Coverage Less Waste Due to Spoilage Increased Affinity of Ink to Paper Perfectly Laid Colors
- · Excellent Trapping in Multi-Color
- rinting

 Easier Reproduction—Better Results
- Economy
- Neutral, 100% Distilled, Non-Toxic

"MAKES GOOD INH BETTER"



Write for your copy of "To the Pressman" which contains valuable information and send TODAY for the I gallon container.

100% Guarantee I GALLON TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense, "33" (letterpress) "0-33" (lithe & multilith)

LOS ANGELES SAN FRANCISCO DALLAS HOUSTON OKLAHOMA CITY MIAMI DRIANDO TAMPA JACKSONVILLE TALLAHASSEE CHARLOTTE KNOXVILLE ATLANTA WILKES-BARRE MILWAUKEE ST. LOUIS KANSAS CITY DENVER CINCINNATI DAYTON HARTFORD TORONTO MONTREAL HONOLULU

IN CANADA - it's CANADIAN FINE COLOR CO. LTD., TORONTO



Box Groups Help Salvage

The Folding Paper Box Association of America has contributed \$15,000 in support of the waste paper salvage drive which the War Production Board's paper salvage division is conducting during August with the help of the Boy Scouts, according to announcement from the association's Chicago headquarters.

Name Gerhart Adv. Manager

Frank Gerhart, assistant advertising manager of Champion Paper & Fibre Co., Hamilton, Ohio, has been named advertising manager, the company announced August 9. He succeeds the late Alex Thomson to this post. Mr. Gerhart was in charge of the work during Mr. Thomson's leave of absence serving with the Red Cross.

Duro Decal Appoints Depke

Duro Decal Co., 54-year old Chicago decalcomania manufacturers, has announced appointment of A. J. Depke as sales manager. He was formerly connected with General Cigar Co., and Metropolitan Cigar Co., as a sales executive.

Schneider Buys Building

John Dickinson Schneider, Chicago printer-lithographer, has purchased the 4-story building at 833 Orleans St., which the firm has occupied for several years.

Jordan Now a Captain

"Ted" Jordan, formerly assistant purchasing agent for Forbes Lithograph Mfg. Co., Boston, is now a captain stationed at Army Map Service, Washington.

Thiebeault, Donnelley, Dies

Charles J. Thiebeault, Sr., secretary of R. R. Donnelley & Sons Co., Chicago, died June 29, at the age of 62 years.

Plastic Firm Incorporates

Plastic Accessories, Inc., Brooklyn, N. Y., lithographers and printers, was incorporated recently.

Aetna Offset Incorporates

Aetna Offset Corp., New York, was recently incorporated.

COTTON IS Superior IN PAPER

Through hundreds of years of paper making, no practical fiber has been found to equal cotton as the basic material for fine enduring paper. For many business purposes cotton fiber papers are the only practical, economical choice.

The cotton fibers in all of Parsons Papers give them a quality that adds appreciably to the efficiency with which "paper work" is accomplished. Parsons cotton fiber papers have a permanence that is especially important for long term records and documents. And, these papers "specialized for modern business" have an appearance that commands attention.

For nearly a century
Parsons has specialized in Bonds, Ledgers, Index
and Technical Papers made of strong, clean cotton
fibers. To assure yourself of this quality specify
them in your business.

Write today for Demonstration Folder of these superior business papers and see how they can be used in your business. Parsons Paper Company, Holyoke, Massachusetts

PAISONS PAPET
Specialized for Modern Business

Eastern



Corporation's

GREETING CARD PAPERS

Distributed by

PAPER SALES CORPORATION

41 Park Row

Fine Papers New York 7, N. Y.

WORTH 2-1280

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

WE SPECIALIZE IN SMALL PLATES ALSO REGRAINING MULTILITH

ZINC and ALUMINUM PLATES UNGRAINED-GRAINED-REGRAINED



Telephone: EVergreen 9 4260

Lithographic Plate Graining Company

37-43 Box Street-Brooklyn, N.Y.

Tooker Produces Big Poster Campaign for "Wilson"



This is one of the 1,250 24-sheet posters.

THE outdoor poster campaign used by Twentieth Century-Fox to herald the coming of Darryl F. Zanuck's Technicolor picture, "Wilson," to the Roxy theatre in New York, was the greatest ever instituted by the company in advance of a premiere, according to Hal Horne, director of advertising and publicity. The tens of thousands of lithographed posters and car cards that were displayed throughout the metropolitan area and as far away as 300 miles from the city also established a new record for this type of advertising by a motion picture company.

Besides 1.250 twenty-four sheets posted at vantage points from Albany south to New York, from Philadelphia to the city, in New Jersey, Connecticut, on Long Island and in Westchester county, three-sheets on "Wilson" were posted on all railroad station platforms of the New York Central, Pennsylvania, Long Island, New York-New Haven and Hartford. Baltimore and Ohio, Lackawanna. Lehigh, Erie and West Shore within a radius of 300 miles of New York City. A total of 10,000 double car and bus cards also were displayed in all the cars of these railroads, as well as on all buses and subways in the five boroughs and in Westchester. All posters and car cards were lithographed by Tooker Lithograph Co., New York.

Paper used in this unprecedented billboard showing totaled as follows: 1,250 twenty-four sheets, 3,500 three-sheets, 5,000 one-sheets, 2,000 six-sheets snipes, 2,000 half-sheet tack cards, 6,600 regular car cards and 5,747 double car cards.

"Yank" Buys Litho Presses

Three offset presses were purchased recently for use in producing "Yank" the army magazine in overseas areas where no other equipment is available, the Jersey City Quartermaster Depot has announced. Fully equipped to handle any of the type of work usually assigned to these presses, the models purchased were also fitted with special folding equipment which make it possible to produce not only the regular size editions, but also the newly developed pocket size "pony" editions.

It was also revealed that the Jersey City depot spends as much as \$600,000 in a month for a variety of 250 or more different pieces of lithographic and printing equipment.

The needs for printing equipment within continental United States have long since been taken care of, and purchases being made now are for overseas delivery. Orders for machines themselves, or for parts, are received continuously from every theatre of operation. Photographic cameras for reproduction work, plate grainers, hand operated and high-speed automatic offset presses, paper cutting machines, linotype machines,

gatherers and stitching machines are but a few of the long list bought by the Jersey City Quartermaster Depot.

Packing and shipping of the items is specialized due to the delicate and intricate nature of the machinery. Where greasing is possible, this method is used to insure safe arrival. Motors are encased in waterproof bags which also hold containers of special chemicals to absorb moisture. Following the Army's system of packing an entire unit together when possible, instructions are given to accomplish this on smaller machines. Larger assemblies are packed in as few cases as possible, each of which is carefully numbered and marked.

Requests for this type of merchandise are reviewed by the Joint Committee in Congress on Printing in collaboration with the War Production Board, in an effort to insure the advisability of such purchases which represent capital investments.

Detroit Renews Wage Plea

Joint committees representing lithographic employers and employees of Detroit, working through the Typothetae - Franklin Association, have renewed their plea to the War Labor Board for approval of a seven and one-half cents per hour average increase in wages. The board denied the increase on a previous application but a review of the case has been asked and information on rate ranges in each plant is to be presented to the board.

Club Founder Leaves Trade

Anthony DiNicola, formerly of the Steinback Co., New Haven, Conn., and a founder and first president of the Connecticut Valley Litho Club, has left the lithographing industry to go into business for himself as proprietor of the Park-Crown Restaurant in New Haven.

Baltimore Club Meets Sept. 18

The Litho Club of Baltimore is scheduled to open its fall program with a meeting Monday, September 18. Details are to be announced later.



HALF A CENTURY Whiting's

has enjoyed nationwide popularity. It is the standard of medium price Bond papers. Clear in color and formation, bulky, rugged, and with its exceptional cockle finish—

TEXTILE BOND

Textile Bond is — The Outstanding 50% Rag Bond

Whiting's Textile Bond is offered in White and 6 Colors

White — Substance 13 — 16 Colors — Substance 16 —

Write for samples

Blue Buff

Burr

Grey

Melon

Primrose

Quaker Grey

WHITING PAPER COMPANY

HOLYOKE, MASS.

NEW YORK 154 W. 14th ST. PHILADELPHIA 619 CHESTNUT ST.

CHICAGO 111 N. CANAL ST.

BOSTON 10 HIGH ST.

When you think of writing — think of Whiting!

SOME

HANCO PRODUCTS

DEEP-ETCH DEVELOPING INK ALBUMEN DEVELOPING INK BLACK OPAQUE (BEECHEM'S) DEEP-ETCH LACQUER

PLASAVER—for bringing back weak images and often salvaging plates which are considered "blind."

IMHOLD—a slow drying lacquer which increases plate life.

PRESERVED GUM SOLUTION — non-souring and ready-to-use.

WETTING AGENT—used in etches, developers, gum solutions and in the fountain to "wet" plate with less water.

DAMPENER WASH—a neutral cleaning agent for dampeners.

HANCOLITE—for removing gum streaks and dried ink on plates and glaze from blankets and rollers.

BLANKET WASH—for hardening tacky blankets to aid in running enamel and linty stocks.

O-33 and 33 INK CONDITIONERS—marvelous, non-greasing reducers for Offset and Letterpress inks.

FOUNTAIN SOLUTION—a proven and tested fountain concentrate.

SUPRA FOUNTAIN SOLUTION—an excellent working solution containing no bichromate or chromic acid.

PLATE ETCH — contains no bichromate or chromic acid so is absolutely safe to use as an etch and for gumming-up plate.

BLANKLO — for removing indentations in blankets.

HANCOHOLD—a popular lacquer used over gum giving plate longer life.

WATER-REPELLENT HAND CREAM—aids in the removal of ink from workers' hands and helps prevent dermatitis.

STRIPPING SOLUTION—a non-souring, very adhesive solution.

DEEP ETCH SOLUTIONS

SURFACE COATING SOLUTION—an inexpensive ready-mixed plate coating to replace egg albumen.

THE A. E. HANDSCHY CO.

538 S. CLARK STREET CHICAGO 5, ILL.

Manufacturer of Fine Letterpress and Offset Inks and Supplies

Announce New Craftint Multicolor Process

NEW Craftint multicolor process now being used in connection with the production of color comics and magazine sections was described recently at the A.N.P.A. convention, Cleveland, Ohio. The process revolves around patented features which the Craftint Mfg. Co. has developed and which until recently were used only for single color work.

The process as described by the company involves three sheets of specially treated acetate. Each of these sheets is prepared with a 60-line screen pattern at different angles so as to prevent moiré in the final printing. Each of these sheets is capable of being developed (1) with a diagonal line pattern and (2) with a cross hatch pattern. By following a color chart which the Craftint Co. has prepared, the benday artist can prepare his copy so as to get 64 colors in the final printing. This is accomplished by superimposing through the developing features of the Craftint sheets, a dot on dot, dot on line, dot on solid,

The complete process is outlined as follows:

- (1) Black outline plate is etched in the usual way.
- (2) Proof of this plate is pulled in blue translucent water color ink furnished by Craftint on each of the three different properly angled sheets of Craftint film.
- (3) These sheets are turned over to

the benday department where the operators make the color separation on each sheet, as follows:

- (a) Lay the sheet over a white blotter or any white surface and outline separations on reverse side with black opaque.
- (b) Sheet is turned over and where dots are wanted Craftint Developer No. 21 is applied to the sheet. This developer brings up a cross hatch on the sheet, but when it is printed on metal the formation is a dot.
- (c) Where diagonal lines are wanted (intermediate tones) Craftint Developer No. 23 is applied to the sheet with an artist's brush.
- (4) The film is now fully prepared for printing and is referred to the platemaker who uses it as a negative.

Other advantages claimed for the process include the possibility of standardization of colors, assures perfect register, eliminates humidity trouble, assures uniform size and shape of dots, eliminates use of acids, dust, etc. The company states that the process is now in use by several producers of Sunday comics and color comic books, produced by letterpress, and is equally applicable to lithography and silk screen photography.

Sears Offers Lithographed Art in New Catalog

Lithographing Co. executed the job at its Brooklyn, N. Y., plant, a Sears executive stated. Catalog descriptions call attention to the fidelity of the lithographing the original paintings.

and even in showing the texture of the canvas and the artist's brush marks. Subjects of the paintings are all American scenes, by living American artists. Pictures were bought outright from the artists and the reproductive process has been given the brand name "Vividoil."

The reproductions range in price from \$4.79 to \$19.50 with frames, and subjects include still life, landscapes and seascapes, among others.

Crown Plans Coast Expansion

Western Crown Cork & Seal Co., a subsidiary of Crown Cork & Seal Co., Baltimore, which operates metal lithographing plants in San Francisco and Los Angeles, has announced the purchase of a 33 acre factory site on Bayshore Blvd., San Francisco, for postwar expansion of its facilities. A new plant, which will employ about 500 persons is planned for the making of bottle caps and metal closures, Russell Gowans, president of Western, stated.

Allocate Chemicals, Carbon Black

Several photographic chemicals, and carbon black, ink ingredient, were added to the list of products under allocation, the War Production Board announced early in August. Ink manufacturers said that the carbon black action would have no effect on the supply of black ink. Under Order M-300 amended, sodium ferrocvanide, potassium ferrocvanide, potassium ferricvanide, and potassiumsodium ferricyanide will be allocated September 1. Observers said it was too early to tell what effects this would have on lithographers using these chemicals.

Club Okays Veteran Plan

The Philadelphia Litho Club is the first club in its area to join the Typothetae Plan for Veteran Rehabilitation, William Stevens, club vice president announced during July. Merle Schaff, head of Dando-Schaff Printing & Publishing Co., was appointed to represent the Litho Club in this activity. (This plan was described in ML, July, page 43.)

Head of Brooks & Porter Dies

George M. Porter, president of Brooks & Porter, Inc., lithographers, printers and folding box manufacturers, New York, died at his home in Manhattan, during July. He was 67.

Printing Buyer Forms Agency

V. A. Kemmerrer, printing buyer of Lockheed Aircraft Corp., has formed an advertising agency under his own name in Hollywood.





It takes true Yankee ingenuity to maintain pre-war service and quality. But "ingenuity" is merely "know how"—and Huber has known how to manufacture and service quality printing inks for 164 years.

That's important! 164 years' experience means that Huber is ready for any emergency—even in these hectic days—both in the way of service and quality inks. And scientists in Huber laboratories are working constantly not only to improve present inks, but also to create new types of inks to meet changing printing conditions.

It will pay you to keep ahead with Huber's Yankee ingenuity!

Printing Inks for every purpose in the Publication, Container, Bag, Wrapper and Commercial Fields



J. M. HUBER, INC.

NEW YORK CHICAGO ST. LOUIS BOSTON

HUBER PRODUCTS IN USE SINCE 1780

NEW EQUIPMENT AND BULLETINS

LTF Reduces Bulletin Prices

Sharp reductions in the prices of research and technical builteins and textbooks on lithography have been announced by the Lithographic Technical Foundation, effective July 15, in a move which observers predict will make this literature more widely circulated than heretofore. An example of the sweeping change in the price list for these publications is Research Bulletin No. 13, The Drying of Lithographic Ink, which was published in May, 1944. This 70 page booklet was priced at \$2.50, but in the new list is offered at 50c.

The top price in the new list is 50c and prices range from this figure downward, many pamphlets selling for as low as 10c and 5c. The Foundation announced that a catalog listing the new prices will be issued soon.

Carew Issues Paper Folder

A folder featuring a reproduction of a photograph of Winston Churchill and two excerpts from the writings of the British prime minister, has just been issued by Carew Mfg. Co., South Hadley Falls, Mass. to demonstrate the use of Old Hampshire Bond 100 per cent rag paper. Part of the famous speech making reference to "blood, sweat and tears" is included as well as a reproduction of a letter written by Mr. Churchill to the International Mark Twain Society. Copy in the 81/2" x 11" folder points out that Old Hampshire Bond is the first nationally advertised bond paper, and offers samples of the stock in white or a line of colors.

Announce Masking Paper

Marty Paper Co., New York, has announced plans for marketing a new masking paper developed especially for use in lithographic stripping. The new product has been undergoing working tests in various New York lithographic plants, and samples will soon be mailed to other shops across the country says Frank A. Marty, of the company. Mr. Marty states that the new sheet is an improved product which meets the most exacting requirements and that lithographers who have cooperated in testing it have been enthusiastic. The company will be ready to make deliveries in the near future of orders now being received, Mr. Marty said.

Hoke Publishes "Black Mail"

"Black Mail," by Henry Hoke, an authoritative expose of the use made of U. S. mail by German propagandists, was published July 31 by Reader's Book Service. New York. Mr. Hoke, who is managing director of the Graphic Arts Victory Committee and publisher of The Reporter of Direct Mail Advertising, has long been engaged in a crusade against use of the mail for subversive promotions and the book contains documented material which he has collected, including facts concerning the use of Congressional franked mail for foreign propaganda. The book. which sells for \$1.00, is distributed by the Arco Publishing Co., New York, and advance sales have already made a second printing necessary, it was said.

Issue Summer Quarterly

The summer issue of Permanized Quarterly, just issued by Whiting-Plover Paper Co., Stevens Point, Wis., presents an interesting treatment of the war bond cover theme. The complete front cover is devoted to the familiar \$100 bond, with one corner turned down to reveal the name of the publication. The surprise comes when you glance at the back cover and see the back of a bond reproduced there. The Quarterly contains 24 pages of articles on graphic arts subjects of interest to sales and management men, and also shows samples of paper.

Canadian Lithog Develops Label

A plastic impregnated paper label with an adhesive that makes a permanent bond with metal, has been announced by the T. J. Smith Lithographing Co., Toronto. The label carries an adhesive that is moistened with a solvent, rather than water, just before application, and is said to hold to metal in a temperature range of 50 degrees below zero to plus 150 degrees F. It will also withstand immersion in fresh or salt water for 96 hours without coming loose.

Tells Advertisers Expenditures

The amount of money spent for advertising in 1943 in newspapers, magazines, farm journals, and chain radio, by each national advertiser whose expenditures in any one media amounted to \$25,000 or more, is compiled in the book "Expenditures of National Advertisers" just issued by the American Newspaper Publishers Assn., 370 Lexington Ave., New York 17.

ATF Paper Wins Award

The ATF Newsreal, monthly employee newspaper of American Type Founders, Elizabeth, N. J. was awarded first prize in one class of entries at the Third Annual Wartime Conference of the National Council of Industrial Editors' Association recently. C. M. Gilbert is editor.

Announce Positive Process

A process by which positives may be made from type or line drawings for deep etch platemaking without making a negative, has been announced by the Printing Arts Research Laboratories, Santa Barbara, Calif.

Adds Blotting Paper Line

Reinhold-Gould, New York paper house, has announced that it is now an agent for Wrenn blotting papers.

TOP PERFORMANCE



Top performance is required in every part of the war, whether on the battlefields or in industry at home. It's required of the materials you use in your own lithographic plant, from your cameras, your presses, your paper, your ink.

Ink Performance is our specialty. If you want performance in black ink, performance that will keep your presses running at high efficiency, and give you strong, brilliant solids and halftones, try ECLIPSE DEEP-SET BLACK. You'll discover why so many pressmen insist on ECLIPSE black in the rush of today's large volume, high speed, operation. Send for a trial order and try it in your own pressroom.

DO YOUR PART!

Help conserve essential metals. Order inks in the largest container sizes you can conveniently handle. Avoid rush orders by anticipating your needs.

HIGHEST QUALITY INK FOR LITHOGRAPHERS

Gaetjens, Berger & Wirth, Inc.

35 York St., Gair Bldg., Brooklyn, N. Y. 538 S. Clark St., Chicago, III.

* * * * * * *

A FREE PRESS



TO SAFETY

The way may be hard . . . the goal may not be visible, BUT . . . so long as freedom of the press prevails, we need not worry.

Fortunately, freedom in America has been growing with each generation. Along with such established freedoms as freedom of the press (and radio): freedom from barriers of distance and time, as well as freedom from drudgeries that electricity now performs.

When peace comes, there will be many additional freedoms . . . which the world of science will open up. Meantime, we MUST hold on to the old!



Save money by shipping via Miami Valley Shippers' Assn.



EXCESS PROFITS

(Continued from Page 29)

In the new act they have inserted a new section which permits the liquidation of such corporations under certain conditions and the receipt by the individuals of all assets at the corporation's cost basis. Of course, in that case no market value will be placed on good will and, therefore, no tax be paid upon it by the individual. Ifaving liquidated, of course, there would be no further corporate taxes.

Also the subject of trying to convert ordinary gains to capital gains is a very fascinating one. There is a special alternative tax upon capital gains which has an effective rate of 25 per cent, the lowest tax rate that can be found anywhere in our tax law and, therefore, if it were possible to convert what might be an ordinary gain into a capital gain, a very substantial saving would result. For example, under that liquidation I spoke to you about such things as inventories, if we had them, might be held at low cost and received into the hands of the individual stockholders at a fair market value, which might be five or six times the cost price. As you can see, the individual then pays a capital gain upon that difference. but when he subsequently sells them, he will have a cost basis of the fair market value upon which he paid the

Also some deep-thinking practitioners have dug up one or two other ideas, to which I do not fully subscribe but which might be of interest to you. One method has been to take machinery or buildings, which have now depreciated greatly in value and sell them, that is, the actual machines used in your business. you sell such machinery at a gain, you will have the option of taxing at ordinary rates or capital gain rates; therefore, for illustrative purposes, suppose we took a profit of \$50,000 on the sale of some machinery and equipment. It could be taxed at a rate of 25 per cent, leaving us with \$37,500 in cash. Then other machinery and equipment could be leased to the company.

Let's assume that we rent it for a period of five years at \$10,000 a year. We would be receiving \$50,-000 and paying out \$50,000, which would leave us even, but the \$10,000 rental would be deductible as an ordinary expense; therefore, it would reduce ordinary income, whereas the gain can only be taxed at capital gain rates. They have tried that with machinery. They have tried that with buildings. It is a round-about way of converting what would normally result in an ordinary gain tax of 90 to 95 per cent into a capital gain taxable at 25 per cent.

LSO just as a reminder, the tax A law contains such breaks for the taxpayer as the exclusion of recovery of bad debts. That is a very common occurrence today. Many companies that have been in busines for some time have had upon their books accounts which heretofore have been uncollected because companies haven't been making any money, but by reason of the war effort, many of those bad accounts have now become good, and if those accounts were written off in prior years and deduction taken for them, when they are received now they are taxable, at ordinary rates instead of excess profit tax rates. The same thing applies to capital gains and

Those are just a few of the things which should be investigated in order to minimize taxes. But more than that, there are some very special relief sections in the law.

(Next month the author will discuss the relief sections of the law giving specific ways to reduce tax payments.)

NEWCOMERS TO OFFSET

(Continued from Page 24)

penses almost every newcomer to the lithographic industry encounters is that of training his shop men, educating his sales, estimating and office personnel on lithography. Sometimes it takes six months, or longer, before the owner of the new equipment has any semblance of order in his plant. In the beginning he often expresses the thought: "I would like

to throw out the whole business; my men know hardly anything about lithography, and I know less than they do."

A Fair Trade Union

THE lithographic industry has long recognized the Amalgamated Lithographers of America as a fair trade union and, therefore, has made it possible for this union to organize the majority of our plants. I believe that the Amalgamated, in turn, has done an exceptional job for its members. Lithographic wages today are the highest ever earned, and working conditions are thoroughly satisfactory. I believe, further, that the Amalgamated recognizes the enormous job our country has ahead of it in rehabilitating veterans, and that they will co-operate fully with management by accepting into their union, either as journeymen or as apprentices, those who were given lithographic training while in the armed services.

In the post-war period, the lithographic industry will present a real and challenging opportunity to ambitious, forward-looking craftsmen. Those with foresight and ability will merit and earn positions as supervising executives. Where you will go depends largely on your preparation now. Those who will know the business and will be willing to give the full measure of their ability and loyalty to their respective tasks will benefit by the exceptional opportunities that lie ahead in the lithographic industry.

Machinery Outlook

What is the status of the machinery situation, and are manufacturers prepared to deliver post-war equipment to prospective purchasers?

As everyone knows, lithographic presses have been driven to the limit of their capacity since the outbreak of the war. Because of this extremely heavy wear and tear, much of this press equipment will be replaced by faster streamlined models when the government needs are satisfied.

Some equipment manufacturers, in order to size up their post-war markets to determine approximate quantity and sizes, have already accepted tentative orders for lithographic

UPSETTING

Shakespear's Rose Idea

"What's in a name"? asked Shakespeare.

"A rose by any other name would smell as sweet."

Even in the poet's time DAMASCUS BLADES were exceptionally good swords; PERSIAN RUGS meant the best in floor covering; and KASMIR SHAWLS were the choice of queens and ladies of the court.

Such names are earned. Through many years high standards of excellence have been set up and achieved – still higher marks have been raised and they also achieved. There is such a name in chemicals – "Mallinckrodt". For seventy-seven years it has been raised to higher and higher levels in a complete line of Lithographic Chemicals, several of which are specially refined for definite lithographic purposes. It is a well-earned name. Use it when you order MALLINCKRODT.





MALLINCKRODT CHEMICAL WORKS

MALLINCKRODT STREET . ST. LOUIS, 7, MO. 74 GOLD STREET . NEW YORK, B, N. Y.

CHICARE

PHILADELPHIA

LOS ANGELES

MONTREAL

BUSY PRESSES

Crusader Offset Inks are meeting the demands of busy offset presses every day. They will meet your requirements for high quality, uniformity and dependability. They produce beautiful solids, sharp sparkling halftones, clear highlights, and the work won't scratch or rub in binding.

Write today regarding a trial order.

BENSING BROS. & DEENEY

401 N. Broad St.

Philadelphia 8, Pa.

538 S. Wells St., Chicago, Ill.

THE
PRODUCT OF NEARLY A HALF
CENTURY OF SPECIALIZATION

KIMBLE

CUSTOM-BUILT MOTORS



KIMBLE ELECTRIC

Division of Michle Printing Press & Mfg. Co.

2005 WEST HASTINGS STREET CHICAGO 8. ILLINOIS

DISTRIBUTED BY: AMERICAN TYPE FOUNDERS

presses. One leading company has now on hand tentative orders from progressive lithographers, the total of which far exceeds this manufacturer's heaviest year's sales. These tentative contracts do not include potential sales to newcomers who are planning to come into this industry. I may state, conservatively, that the equipment manufacturers have ahead of them requests for lithographic equipment hitherto unheard of.

What about obsolete or worn-out equipment? Will it be sold to eager but inexperienced buyers or will it be largely removed from possible disposal by converting it into scrap iron?

In answer to this question, a certain prominent press manufacturer has asked every lithographer who has signed a contract with it to purchase new equipment for a complete record of whatever press equipment the particular lithographer plans to dispose of. It seems to me that the purpose of the manufacturer is to remove from the market worn and obsolete equipment. It is strongly

probable that this machinery is to be rebuilt and reconditioned if possible. If this is not possible, this manufacturer will not hesitate to convert equipment into scrap iron.

Dangers of Worn-Out Equipment

It is undoubtedly true that wornout equipment from many sources and much government equipment from schools and plants will find its way into the warehouses of dealers. This surplus of second-hand equipment—to be sold at low prices—presents at the same time a temptation and an inducement to those who desire to start a plant or add a department to a letterpress plant.

I would suggest that a wide berth be given to worn-out or obsolete equipment, no matter how cheaply it can be bought. It would be difficult to compute how much money has been lost and reputations ruined as a result of purchasing second-hand, obsolete rebuilt monstrosities. When a lithographer dumps a press it is pretty certain that its days of usefulness are ended.

If you do investigate the used equipment situation, obtain the actual age of the press, find out why it was sold, and get all other basic information to enable you to make up your mind that the purchase is advisable. This information may be obtained from the press manufacturer or possibly from the former owner.

Too Many New Plants?

THE last point has a disturbing overtone: Because of the government's offer to lend money to discharged veterans, will there be a saturation point of new plants in the near future?

As stated already, there are about 25,000 men in the armed forces who have received government school training and who are working in government lithographic plants. It stands to reason that those with some ambition, and aided by the loan privileges authorized by the recently passed G.I. Law, will attempt to go into business as lithographers when they are mustered out of service. I have heard some of these fellows say: "Why, there isn't a lithographer



This can contains more than just ink!

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

SINCLAIR & CARROLL CO., Inc.

LITHO-INKS-OFFSET

591 Eleventh Avenue.

New York City

Tel. BRyant 9-3566

CHICAGO 440 W. Superior St. Tel. Sup. 3481 LOS ANGELES 417 E. Pico St. Tel. Prospect 7296

SAN FRANCISCO 345 Battery St. Tel. Garfield 5834 NEW ORLEANS 211 Decatur St. Tel. Magnolia 1988

BLACK THAT'S BLACK

white that's white

Graph-O-Lith developer gives you negatives with both these characteristics. Never any loss of tone or detail. Always clear dot formation, because Graph-O-Lith halts development in the low densities. Does its job in hard water and won't blister your negatives.

> GRAPH-O-LITH DEVELOPER FOR LINE AND HALFTONE NEGA-TIVES ON PROCESS FILM, STRIPPING FILM AND PAPER.



HUNT COMPANY

ESTABLISHED 1909 BROOKLYN, N.Y.

CHICAGO, ILL. LONG ISLAND CITY, N.Y. CAMBRIDGE, MASS. CLEVELAND, OHIO



FIVE GALLONS

WITH CAUTIO

PHILIP A. HUNT CO



1 82 W. Washington St., Chicago, Randolph 5004

LAPPS

A new etch that is absolutely free from all harsh irritants, Bichromate or Chromic poisoning.

Through careful tests and trials in many of the different plants in New York, this etch has proven itself to be your guarantee of a pure non-poisonous vehicle.

A trial order of one gallon will convince you of its real value.

Equally good for aluminum and zinc plates.

NO GUM TO BE ADDED

J. H. & G. B. SIEBOLD, INC.

Manufacturers

Litho, Printing Inks, and Supplies

Everything for the Lithographer

Office-47 Watts Street, New York 13. N. Y. Factory-99-105 Sixth Ave., New York 13, N. Y. within hundreds of miles of my home town. I left school to go into the army, and I virtually learned a trade while in the service. But, believe me, as soon as I get out of the service I am going to buy me one of these babies and go into the lithographic business."

Assuming that many plants will be started by former soldiers, it is doubtful whether a majority of them will survive unless behind them are adequate experience and ample capital. These plants will be subject to the stiff requirements of légitimate competition. These small proprietors, with their second-hand equipment, will have very tough going. Personally, I think that well-established concerns with good equipment and conducted efficiently will make it difficult for them.

To recapitulate: The Lithographic industry will be composed of three separate groups: (1) A group of specialty houses producing labels, posters, displays, maps, and high-grade color work; (2) a group of small houses producing high grade

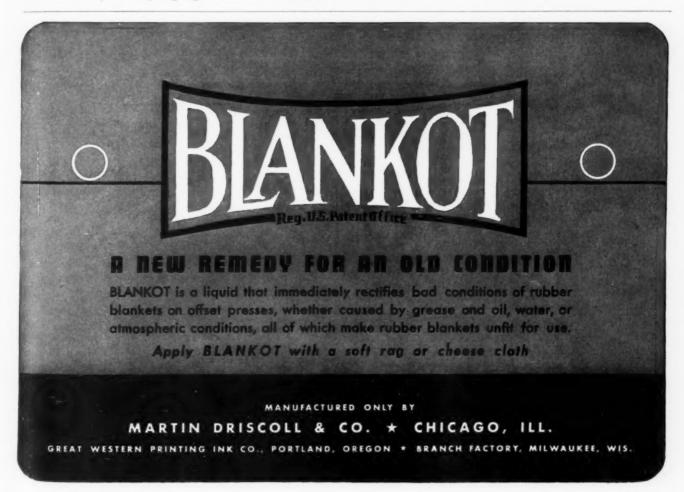
color, black-and-white tailormade work, and (3) the larger group of houses producing combination work on Sulphite Bond. What may ultimately happen will depend on management. If some lithographers, upon sudden curtailment of work, get scared and decide to lower their prices to get jobs at any price, they will inevitably participate in a price war which will wreck poorly financed concerns. I do not think this will come to pass because business right after the war should be flourishing. It comes down to the old but reliable axiom that if the owner has real business ability, good equipment, competent craftsmen, and is adequately financed, he is pretty solidly entrenched and need have no fear of temporary reverses from which no business is entirely immune.**

DETROIT

(Continued from Page 41)

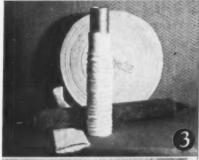
believes there will be a large volume of lithography in Detroit for at least a few years following the war. Others who were interviewed expressed similar views. A spokesman at one large plant said that before the war many of the instructional manuals in connection with automobile manufacture and defense work were shifting from letterpress to lithography and that during the war this trend has continued. The instruction manual is here to stay, he believes, and this will provide added volume for lithographers.

Most firms visited had definite plans for enlarging their lithographic facilities and for replacing much of their present equipment as soon as possible. One firm has rather concrete plans for erecting a new building and installing new equipment when conditions permit. Indications are that letterpress firms are planning to install lithographic equipment after the war, and Mr. Means, whose association has membership in both the lithographic and letterpress fields says, "Most plants in Detroit will have some offset equipment after the war." ★★













USE THIS SIMPLE, MODERN WAY TO COVER ROLLERS

5 EASY STEPS

- 1. Everything that is required: a roll of material, a metal tube, scissors, needle and thread.
- 2. Cut Aquatex or Dampabase to length. Thread it completely through the tube. Turn it down over the outside edge of the tube.
- 3. The transfer tube with the material placed over it.
- 4. place the transfer tube over the roller. Then, holding the Aquatex or Dampabase on one end of the roller, slide the tube off the other end of the roller.
- 5. Cut off excess material and sew other end.

AQUATEX and DAMPABASE are products that will eliminate sewing and other lost motion in your pressroom. They "pull on like a stocking—fit like a glove" in less than 3 minutes. Get the facts today.



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Photomechanics Our Specialty

G. CRAMER DRY PLATE CO.

(America's Oldest Dry Plate Maker)

NEW YORK 3

ST. LOUIS 4

CHICAGO 5

WASHINGTON

(Continued from Page 37)

does not apply to the lithographer. The lithographer, however, must receive a certification from the agency in question.

A government is not limited in the amount of paper it may use if required for an official election.

Amend Metal Order

There has been no change in the meaning of the terms "uses," "copper," and "printing plate," in the revision of Order M-339.

The following are the important provisions in the amended order:

Zinc Base Period—Corresponding calendar quarter of 1941.

Zinc Quota—If 1941 quarterly base usage was no pounds, 1944 permitted quarterly usage is 250 pounds; if 1941 quarterly base usage was up to 250 pounds, 1944 permitted quarterly usage is 250 pounds; if 1941 quarterly base usage was more than 250 pounds, 1944 permitted quarterly

usage is the same amount by weight as used in the same quarter of 1941.

Both copper and zinc may be borrowed to the extent of 15 per cent of the succeeding quarter, provided it is paid back during the succeeding quarter. Under-use of either metal in a quarter may be carried forward to additional use in the next quarter.

Amend Greeting Card Order

In a revision of Order L-289, July 3. the definition of a publisher is now elaborated upon and includes any person who was engaged in the greeting card or illustrated post card business in 1942, regardless of whether such production was in the publisher's or someone else's plant. Unless the person was a publisher in 1942 he may not now publish. The "dealer helps" provisions are continued. New designs are now limited to 80 per cent of the total number published during 1942. The quota for new designs is no longer separate from that for reprints. Reprints are limited to 80 per cent of the total number of designs, old or new, printed during the year 1942, instead of the corresponding calendar quarter. A certification is now required by the publisher and to the paper dealer or mill. Publishers are permitted to maintain two inventories, each limited to 90 days; one for use in the manufacture of cards, and the other for use in boxing or packaging of cards. Other major provisions of the order continue in effect.

The revision of Maximum Price Regulation 225, July 25, permits lithographers who use their highest March, 1942, prices to pass on increases to them, by reason of the increases already permitted in manufacturers' ceilings for light-weight ground wood printing papers.

Western lithographers of California, Oregon, Washington, Montana, Idaho, New Mexico, Nevada and Utah are now granted permission to pass on increases in transportation costs, resulting from the application of zone differentials to manufacturers of writing paper, certain other fine papers and book papers.

a reminder . . .

Prepare your advertising copy now for the September issue of Modern Lithography which will be distributed at the War Conference of the National Association of Photo-Lithographers at New York. Remember, advertising forms for this important issue close

August 25th

LITHO ROLLERS for ROLLER SUPPLIES

precision made by craftsmen who know how, use the CRESCENT line by Bingham.

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DEPENDER LITHO TRANSPARENT - ORTHO - water proof base—for economical production of line negatives in lithography and reproductions for engineering use.

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DEFENDER LITHO NEGATIVE PAPER-ORTHO-for line

DEFENDER LITHO PLATES-ORTHO-for high contrast negatives in absolute register.

DEFENDER LITHO DEVELOPER 7-D-in convenient ready-

DEFENDER PHOTO-WRIT—for high quality photo-copying Nine grades to meet every requirement.

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This book is crammed full of valuable information regarding offset presses, litho inks, platemaking, cameras, lamps, paper, type, color, chemicals, research developments, sales training and promotion, trade associations, as well as miscellaneous production, sales equipment and maintenance data. You can't afford to be without this book. (9 x 12", hardbound.)

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From Current Literature in The Graphic Arts

These abstracts of important current articles, patents and books are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati 21, Ohio.

*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk, the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

Photography and Color Correction

This and That: Hypo Again. "British Journal of Photography," 89: 372, Oct. 2, 1942. Kodak Velvet Soft paper developed in a normal M.-Q. developer with one crystal of hypo added to each 10 oz. of working solution is stated to show cleaner whites and increased contrast (blacker blacks). The developer will not keep longer than one-half hour. (Monthly Abstract Bulletin of Eastman Kodak Company, 30, No. 3, March, 1944, p. 73).

Getting Better Halftone Results. "American Printer," May, 1944, p. 33. Proper photographs or art work constitutes the best insurance against disappointment in halftone or illustrative printing. Many of the most common faults of unsatisfactory photographs are inadequate lighting during photography or improper processing of prints. Subjects which contain solid black, which will print gray from the plate unless properly treated, can be painted up by the engraver before etching to give solid areas. Proper choice of paper, matching cuts and ink to paper, elimination of backgrounds, and re-etching of halftones will help to make the halftones print better. ("Share Your Knowledge Review," 25, No. 10, June, 1944, p. 17.)

A Photoelectric Densitometer. W. C. Symon. "Miniature Camera Magazine," 6: 453-56, October, 1942. A simple photoelectric densitometer is

described incorporating a Weston "Master" meter. A calculator for converting Weston meter readings to densities is also given. Photographs and schematic drawings of the apparatus are included. ("Monthly Abstract Bulletin of Eastman Kodak Company," 30, No. 3, March, 1944, p.

Contact Prints From Wet Negatives. R. B. Willcock. "British Journal of Photography, 89: 396, Oct. 23, 1942. (From "Engineering"). H. Parker and J. I. Crabtree: "Ibid"., 83: 127-28, 142-43, 161-42, 179-80, 1936; "American Photography," 30: 67-78, 142-50, 1936; "Monthly Abstract Bulletin," 22-129, 1936.) To make contact prints from wet negatives, the wet negative is fixed, and then pressed onto a thin, clear, dry celluloid film, with the emulsion side in contact with the celluloid. The method is said to be applicable to either continuous-tone or line negatives and to produce sharp prints free from mottle and marks if the (diffused) printing light is at a distance of about twice the diagonal of the negative. Prints can be obtained by rapid processing and wet-printing within 15 minutes. The method is particularly suited to prints made from large negatives, such as oscillograph or X-ray records, drawings, documents, etc. Sample prints so obtained are reproduced. ("Monthly Abstract Bulletin of Eastman Kodak Company," 30, No. 3, March, 1944, p. 73.)

*Thomascolor Optical Unit. Adam Henri Reiser. "Printing Equipment Engineer," 68, No. 3, June, 1944, p. 58 (1 page). Thomascolor is a new system of making four color-separation negatives simultaneously. The color separation unit replaces the lens of the ordinary camera. This system is said to be acceptable for use in the movies and Reiser speculates on its possibilities in the Graphic Arts. No further details are given.

*The Use of Color. Martin Leeden. "Modern Lithographer and Offset Printer, 40, No. 4, April, 1944, p. 58 (1 page). The great need for a practical, efficient method of making color prints is stressed. The after-the-war demand for colored advertisements will be so great that it will be necessary to have colored prints so that the customer will know approximately what he is ordering. Present methods of producing color prints are mentioned.

*Photographic Progress in 1943. Glen E. Matthews. "Photographic Journal," Special No., April, 1944, pp. 93-98 (6 pages). A detailed account of progress in photography is given under the specific headings of Photography In The Armed Forces; Colour Photography; Physical Measurements; Manufacture of Sensitized Materials; Photographic Apparatus; and The Photographic Process. Also included is a bibliography of books for 1943.

Planographic Printing Surfaces and Plate Preparation

*Offset Conversions From Copper Plates. A. C. Austin. "National Lithographer, 51, No. 6; June, 1944, p. 38 (1 page). The making of positive transparencies from letterpress plates is not only simplified but the quality of the reproduction is greatly improved through the use of the Vandercook proving press. By this method, the reproduction of either type matter or letterpress plates for offset editions of publications is greatly facilitated.

*Photo-Lithography. Positive Reversal—Glue Process. A. Haigh and Hm. M. Cartwright. "Process En-Hm. M. Cartwright. graver's Monthly, 51, No. 605, May 1. 1944, pp. 174-5 (2 pages). One of the worst problems in using the glue process of making positive reversals is the removal of the exposed glue stencil. One-half per cent solutions of hydrochloric or sulfuric acid work well but attack the grain. Weakly alkaline solutions are better, but asphaltum rather than developing ink must be used to protect the image area. Another possibility is the use of the solution recommended in "Lithographic Technical Foundation Bulletin No. 8." However, the authors consider hypochlorite solutions the best for most practical applications.**

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Plates All Sizes: Harris-Webendorfer-Multilith

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BECAUSE OF THEIR
ACCURACY THEY ARE
DEPENDED UPON BY OUR
ARMED FORCES ON LAND—
ON THE SEA—IN THE AIR—

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"GOERZ AMERICAN" PHOTO-LENSES

play an important part in the war program and our production is now keyed to fill the requirements of our Government, and of others on orders with priority certificates. "Goers American" Lenses for civilian use will again be available after Victory! The

Most Exact Tools for Photo-Lithographers and Photo-Engravers:

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The GOERZ GOTAR f:6.8 f:8 f:10

The GOERZ

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Reduces Waste - Boosts Production Solves many Press-Room problems

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CLASSIFIED

All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York 1. Closing date: 1st of month.

Position Wanted:

Litho offset proofer, first class, 20 years experience. East Coast. Address Box No. 976, c/o MODERN LITHOGRAPHY.

Position Wanted:

Cameraman, above draft age, 18 years experience, wants permanent position. Address Box No. 977, c/o MODERN LITHOGRAPHY.

Position Wanted:

Commercial artist agency,—photo-engraving, and litho layouts, ideas and copy. Old in years and experience. Can go in August. Address Box No. 978, c/o MODERN LITHOGRAPHY.

Position Wanted:

Capable offset pressman handle all classes of work. Good instructor, can take charge. References furnished. Address Box No. 979, c/o MODERN LITHOGRAPHY.

Position Wanted:

First class lithographing and printing salesman desires connection with good house doing high class color work, in an established territory. Can go anywhere. Have plenty sales ability—excellent personality and character. Write or wire B. B. Johnson, Collierville, Tenn.

Position Wanted:

Cameraman, above draft age, wishes permanent connection with progressive firm using modern equipment. Available September 1. Address Box No. 985, c/o MODERN LITHOG-RAPHY.

Help Wanted:

Offset pressman—Webendorfer 17½ x 22½. Color work—steady post war position—top salary. Charles Offset Co., 305 E. 46th St., New York City.

Help Wanted:

Experienced lithographic pressman, for high grade color work. Permanent position, excellent post war future. In Milwaukee. Address Box No. 986, c/o MODERN LITHOGRAPHY.

Help Wanted:

A-1 cameraman and platemaker. Opportunity for right man to lay out and develop modern litho plate making department. In Milwaukee. Address Box No. 987, c/o MODERN LITH-OGRAPHY.

Help Wanted:

Harris E. L. Offset pressman, color and commercial in Midwestern state. Steady position to man who knows his business. Advise when available stating experience and draft status. Address Box No. 981, c/o MODERN LITHOGRAPHY.

Estimator Wanted:

Experienced printing and lithographic estimator wanted by leading West Coast lithographers and printers. Please give complete work record, draft status, salary desired and references; also enclose recent photograph. Permanent post war position. Address Personnel Director, Crocker - Union, 735 Harrison Street, San Francisco, Calif.

Wanted:

A bronzing machine, one adapted to metal decorating preferred, condition not important. Also interested in graining machine, not too large, in good condition. We are not metal lithographers. Address Box No. 982, c/o MODERN LITHOGRAPHY.

Miscellaneous:

Advertising copywriter-salesman, 36, wants to join progressive photo-offset firm. Willing to invest. Go anywhere, prefer Pacific-Northwest. Address Box No. 983, c/o MODERN LITHOGRAPHY.

Miscellaneous:

Resident representative important Florida resort, desires selling connection with lithographers stocking or making to order items saleable to hotels, resort establishments, etc. Address Box No. 984, c/o MODERN LITHOGRAPHY.

Miscellaneous:

Are you having trouble with war time padding compounds? Order "Padeen" today. Finest padding compound on the market. Graphic Arts Laboratories, Box 365, Hamilton, Ohio.

For Sale:

One 24 x 24" and 31 x 31" darkroom camera. Complete with stand, tilting

copy board, lens and Macbeth Arc lamps. Reasonable price. Box No. 988, c/o MODERN LITHOGRAPHY.

Vandercook Builds Addition

Vandercook & Sons, Chicago, manufacturers of proofing presses and other printing machinery, have under construction a substantial addition to their plant at 900 N. Kilpatrick Ave. Lately the company has been engaged in the production of war materials, including parts for the Norden bombsight, for which they were given the Army-Navy "E" award early in July.

HUMIDITY

(Continued from Page 27)

regarding speed. The grain on the plate varies and uniform thickness of the coating must be maintained if the halftone work is to be uniform in tone. A coating that is too thin is very hard to develop in humid weather and often makes it necessary to use strong alkalies to develop the plate. Too much of this will weaken the image and may wreck highlight dots. The purpose in coating, however, in humid weather is to decrease the light sensitivity of the coating and avoid making the plate "light blind." Ultra Violet and actinic rays from the arc lamp penetrate the masking paper and the negative if it is not dense enough, causing the coating to mildly expose throughout the entire surface.

WHILE it is not the purpose of this discussion to deal intimately with the steps in making a negative or positive, I can state that thousands that I have seen are definitely not good for platemaking purposes. Of prime importance in humid periods, are good light proof solids and clear areas. During dry spells when the plate and its coating are not so sensitive, stains and even fine highlight dots can be dropped out during exposure, thus allowing both the cameraman and platemaker a little more latitude.

Due to increased sensitivity of coatings in high humidity, scumming



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- PORTHOS COVER
- ATHOS COVER
- GUARDSMAN COVER
- NUGGET COVER
- CLOTH-LINED COVER

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UNGRAINED-GRAINED-REGRAINED

grained correctly to your specifications
. . . . for your special requirements.
We are manufacturers of METALSHEETS for ROTAPRINT Machines,
also square edge plates for
Multilith Presses.

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a new

Color Guide

536 LITHOGRAPHERS

planned this new Offset Color Guide; contains a wider selection of colors and new blacks for coated, regular offset and bond stocks; special 4-color process section; table of color characteristics and A. S. A. standard color specifications. Ask your nearest IPI branch or send for your copy to International Printing Ink, Empire State Building, New York 1, N. Y.

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Sell your "not needed" long focus lenses to us now. Every plant has some which are not in use. Highest cash prices paid. Give details as to type, manufacturer's name, etc., and your asking price.

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Your printing plant most likely represents your mind, thought, brain, blood, nerves even your soul, therefore, you will want to get the most money for your life's endeavor and we think you should.

You can get top dollars here by contacting us.

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THE FINEST QUALITY COLOR PLATES

FOR

OFFSET LITHOGRAPHY

THE STEVENSON PHOTO COLOR SEPARATION CO.

400 PIKE STREET

CINCINNATI 2, OHIO

occurs in these areas where light can penetrate. Also it is almost impossible to clean out the plate in its non-printing areas, thus leaving filled in halftone screen and giving a flat tone to the job. I do not wish to give the impression that the halftone is always guilty of poor quality in the finished plate, but it can contribute to the general confusion in humid spells and should not be overlooked.

Perhaps the most misunderstood phase of surface platemaking is the mixture of ammonium dichromate or bichromate, if you wish, to the coating. It is simple to mix but it is often done improperly. How many platemakers use a Baume hydrometer in making this solution? Yet dry weight readings are the basis for the formula and the ratio is delicate. Sensitivity of the coating varies as the bichromate percentages and ammonia water vary.

The platemaker should always measure his ammonium bichromate accurately and place it in a specific quantity of water. The specific gravity of the mixture should not vary at any time if consistent results are desired. If the formula is made correctly to this point then the accurate addition of ammonia to the coating is the last step. If carelessness enters here, once again you upset the exposure time of the final coating by creating a coating that will go too hard or too soft for the allotted exposure time.

Accurate compounding of formulas is the foundation upon which you can weather high humidity. If the coating varies, how can we know what exposure is needed? If the obvious things cannot be uniform and stable, how can we hope to outwit the weather?

This may sound fussy regarding the making of a plate and all it involves. But the extra time it may take to be accurate is not as valuable as the time lost in the whole plant when it is struggling under these conditions. So we plead for accuracy in daily work so that the industry as a whole can point with pride to good production all of the time regardless of the weather. **

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... While they sleep!

URING these drowsy days of summer, while your representatives sleep beneath a shady tree or in the movies, your advertising can carry on to keep your tough customers happy and contented. Advertising is automatic. Used in the right places, it keeps you and your products in touch with your customers whether you or your salesmen are asleep or awake

If you would keep in touch with your customers and prospects in the field of Lithography with a minimum of effort and expense now or any other time, we suggest the use of advertising space regularly in

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1

Member, Audit Bureau of Circulations

TALE ENDS

ANT to be a dollar-a-year man? R. D. Ross of the War Production Board has told the Commercial Printing Industry Advisory Committee that commercial printing consultants are needed by WPB. Serving at a dollar-a-year, these men must be experts in printing and lithography and must be able to withstand the Washington gobbledygook.



Speaking of gobbledygook, have you noticed that the latest term emanating from the capital is "level"? All you need to do to impress your fellow men that you are in close touch with the Washington front is to use the word in every sentence. You can talk about the lithographer's level, or the consumer level, the wholesale level, the retail level, the Washington level, or the printer's devil level.



News of the Litho Technical Foundation is breaking fast these days. Next break, we predict, will be an announcement of expanded research work in a new location. The services of a well known research organization have already been acquired, it is reported, and a number of the most pressing litho problems will be tackled immediately. This will all be in addition to the research work under Prof. Reed at the U. of Cincinnati, which will continue. The new program will step up the pace of litho research.



Washington Rumor: The rapidly changing personnel of the Printing and Publishing Division of the WPB may see another change at the top. Col. J. H. Steinman, publisher of a Lancaster, Pa., newspaper, is reported to be in line for appointment as director of the division to succeed Arthur Treanor. The WPB may yet replace Selective Service as the symbol of change—fast, violent, unpredictable, and unexpected change.

INTERNATIONAL COOPERATION



Uniting Handy Andys of East and West



Yanks have long been proud of their mechanical skill. But in far-off Iran all actual repair work on thousands of American trucks en route to

Russia is done by native Iranians—with a minimum of tools. Yank soldiers marvel at this unexpected ingenuity, call Iranians the world's best make-shift mechanics.

Work well done under such difficult conditions wins lasting respect —

strengthens International Cooperation. In the paper industry, too, cooperation is the order of the day. No one realizes better than International that only through conservation and salvaging of paper can the war demands for this vital material be met.

* BUY MORE BONDS

International

PAPER COMPANY



PAPERS FOR PRINTING AND CONVERTING



In the early days of homespun and handicraft the human element predominated in most trades, particularly in printing. The result was that the keenest application of human faculties, the combined force of the spirit and the flesh, became a heritage.

No other craft today enjoys this heritage so much as printing. Invention has simplified and accelerated every printing operation, but the fact remains that skilled man power is still the spark which ignites all printing achievement. Mechanics will never displace the human heart nor dethrone the artistry of the mind.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government

A successful printing job unites thought, talent, and labor into a concrete and useful whole. The styling of type, the beauty of presswork, knowledge of color, ink, and paper—all these are aimed at the perfection of successive steps—vitalized by a craftsmanship which adds excellence to excellence until the bindery adds the crowning touch of completeness. On one hand, the huge American budget for printing has been a challenge; on the other, the superb facilities of the printing craft are meeting these needs. The gap has been bridged by the

foresight of the printer, plus his devotion to a craftsmanship handed down through generations.

public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

HARRIS · SEYBOLD · POTTER · COMPANY

HARRIS DIVISION

C L E V E L A N D S, O H I O

MANUFACTURERS OF OFFSET LITHOGRAPHIC - LETTERPRESS

AND GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION

D A Y T O N F 7 , O H I O
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS-KNIFE
GRINDERS-DIE PRESSES-WRIGHT DRILLS-MORRISON STITCHERS